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IN THIS ISSUE

THE CHANGING SOUTH:
WHERE ARE THE MOST PROFITABLE MARKETS? 1
Ron Kolgraf and Gregory W. Miller

THE GEORGIA STOCK PRICE INDEX 6

THE GEORGIA ECONOMY
Unemployment Rates 8
Consumer Prices 8
Local Business Activity 9
Sales in Georgia 11
Indexes of Economic Activity 12

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The Changing South:
Where are the Most Profitable Markets?

Ron Kolgraf
and
Gregory W. Miller

The New South is no longer brand new. The post-World War II trek southward by northern industry has brought with it many of the problems besetting the highly industrialized, urbanized North. But combined with segments of the rest of the Sun Belt farther west, the burgeoning South still offers a cornucopia of exciting opportunities.

This article, by Ron Kolgraf and Gregory W. Miller, senior and associate editors of ***Industrial Distribution,*** *first appeared in that magazine earlier this year. It is reprinted here with permission.*

******

If you whistled *Dixie* today, you'd have to change the lyrics somewhat. *I wish I was in the land . . .* of manufacturing. *Old times there have been forgotten* as northern and midwestern companies lured by attractive tax packages, cheaper labor, good year-round climate and speedy transport avenues are increasingly looking toward the fifteen states generally considered to be "the South."

After nearly a century of economic hibernation, the South has rebounded strongly to become the fastest-growing region of the country. The first major phase was the rapid, post-World War II transformation of the South from an agricultural to an industrial economy. In 1950, 4.5 million southerners worked in agriculture-related positions. Only 2.7 million were involved in manufacturing, and 2.2 million in retail and wholesale trade. Today, only 1.4 million work in agriculture, while 5.6 million are involved in manufacturing and 5.4 million work in retail and wholesale trade.

In the industrial surge of the 1960s, northern manufacturers built plants in the South in large numbers. That was the catalyst for the second phase of southern growth in the post-war period. In this period, the exodus of people and jobs from the South was halted. Traditional industries firmed up, and new industries revitalized the South to the point that the new South, together with other parts of the Sun Belt, emerged as the leading growth market in the country. In turn, southern service industries have burgeoned and will continue to multiply as businesses and industries move in.

Where the region could boast of $167 billion in purchasing power in 1969, the U.S. Department of Commerce estimates that it will rocket to $402 billion by 1990.

Cotton, food processing, textiles, tobacco, and wood are still important, but they've taken a back seat to other types of manufacturing. Not only does manufacturing continue to expand, but the nature of manufacturing is changing, away from labor-intensive industries to capital-intensive ones. The bulk of industrial growth in the area now is in transport machinery, electrical and non-electrical equipment and components, scientific instruments, and fabricated metals—all regarded by many as the key to the South's future.

The South's largest cities have grown and developed into regional centers to service the area's rapid growth. Hous-

ton, Tulsa, Atlanta, Miami, Dallas, Birmingham (which has changed from almost exclusively a steel town into a bustling distribution and warehouse center) and others have grown with industry. In the 1970s, smaller cities like Greenville, Spartanburg, Raleigh, Charlotte, Lexington, Montgomery, Baton Rouge, Little Rock, Austin, and cities in Florida have benefited from industry's relocation to smaller towns and suburbs of the larger cities.

Manufacturing, if anything, characterizes the new South. The region was hit hard by the recession of the 1970s, just as every other region was. But the area recovered more quickly. The South registered an increase in manufacturing jobs at a time when these jobs around the nation fell by a net of 393,000 (1970-1976). There was room to grow, since in the past there was a substantial underinvestment in southern manufacturing.

REASONS FOR GROWTH

Labor. The Southern work ethic is ideal for labor-intensive industries such as textiles and apparel. It has a large, unskilled, non-unionized labor pool. This has appealed especially to migrating New England textile mills. In an interview with *Industrial Distribution*, Dr. Albert Niemi, professor of economics and director of research at the University of Georgia, pointed out that there is a considerable gap in wages paid to unskilled workers in the South compared to similar workers in the North. Unskilled plant labor in the South earns only 80 percent of the national average wage—a 20 percent labor savings for a company migrating from the North. The difference is that there are far more unskilled workers unionized in the North.

The wage gap between skilled workers in the North and those in the South is minimal. The South's skilled workers earn 6 to 8 percent below the national average. "The South has generally had to import much of its skilled labor, due to relatively poor educational programs in the past," said Niemi. If one compares Boston to Atlanta, for example, the figures will show that Atlanta's skilled workers are actually paid more on the average than their counterparts in Boston. Boston's unskilled workers, highly unionized, earn far more than Atlanta's unskilled. The wage gap is among the unskilled.

Unions. The South is favored by those in charge of plant location decisions because of the prevalence of right-to-work laws. Except for Oklahoma, Kentucky, West Virginia, and Maryland, all of the southern states have such legislation, which bans compulsory union membership.

Although union membership is increasing in the southern states, regionally it is still far below unionization levels in the North. Of the non-agricultural workers in the South, 16.7 percent are unionized. Of the non-agricultural workers in the North, 32 percent are unionized.

Companies in the North lose a great deal of employee work-time to union-related pressures, primarily strikes. There were more days lost in 1977 in Pennsylvania than there were in the entire South (2.9 million man-days lost in Pennsylvania alone versus 2.7 million in the entire South). In the most heavily industrialized states in the South—North and South Carolina—union membership among shop workers is only 6 percent and 3 percent, respectively, according to Niemi.

Natural Resources. The South, with the exception of southern Florida, has abundant water. That translates into low utility costs. It has plentiful lumber for wood products (furniture and chemical industries); chemicals from natural

Labor in the South

	% Nonfarm Employees Unionized in 1974	Gain/loss Mfg. Jobs 1966-76	Work Stoppages and Man-Days Lost in 1975
—Alabama	19.1	45,500	63/239,600
—Florida	12.5	67,900	54/637,800
—Georgia	14.5	46,700	46/255,900
—Louisiana	16.3	26,700	49/535,700
—Mississippi	12.0	52,200	18/87,800
—North Carolina	6.9	113,600	13/172,600
—South Carolina	8.0	56,600	7/51,600
—Tennessee	18.7	62,100	73/406,900
—Texas	13.0	234,200	113/3,705,300
U.S. Average	26.0		
Michigan	38.4	-112,300	189/934,600
New York	38.0	-454,400	338/2,227,600
Pennsylvania	37.5	-227,400	654/2,851,800
Massachusetts	24.4	-103,100	109/876,400

Source: U.S. Department of Labor Statistics, figures supplied by the National Right to Work Committee.

— Indicates state with a right-to-work law.

pines (resins); cotton (textiles and apparel); natural gas supplies (chemical and petrochemical); clay deposits (brick and glass), and coal (energy).

Education. The reason Niemi and other economists feel the South will increase its share of the highly-skilled industrial markets is due to a greatly improved educational system. The area has always been characterized by a relatively poor educational program. But the average years of education achieved by the average southerner is 12.2 as against the national average, which is 12.3 (1977). The gap still exists in black educational levels—10.7 years of education completed in the South, 11.7 in the Northeast. However, there is an increasing emphasis in the South on technical and vocational training for workers and youths, especially minorities.

Productivity. In firms with branches, the southern worker has often been found to have the highest productivity. Though his education may be deficient, he is highly trainable. Even in the 1950s, when the South had a glaring educational deficiency compared to the rest of the country, it wasn't reflected in terms of low productivity. Some observers attribute this to the rural, Protestant work ethic ingrained in southerners from an early age. It appears to be more prevalent here than elsewhere.

Climate and Land. The mild southern climate means lower operating costs for industry (in terms of facilities and energy), with fewer work-days lost due to the weather. Niemi notes that the extensive use of air conditioning in factories, warehouses, offices, and cars has been an underrated factor in the region's growth. The South has a large land base, and land is still relatively cheap. For many industries, it's much cheaper to build a one-story plant (you can see many examples of these outside of Atlanta on Interstate 85). They're large, well lighted, designed internally for people and work flow and, of course, air conditioned. In the North, with land still at a premium, the one-level modern plant is less in evidence, although the North has pioneered the multi-level plant with all of the conveniences of its southern counterpart.

Access to Markets. The South now boasts one of the most modern, extensive interstate highway systems in the country. It ties the South to markets in the Northeast, Midwest and West, placing all major consumer markets within easy striking distance.

Taxes. Firms move and start up in different areas because of cost considerations. The southern tax structure tends to be regressive, unlike those of many northern states, which tax corporate income, profits, and inventories heavily. In fact, the per capita tax rate is substantially lower in the South than it is in the North and West ($485 per capita in the South, $695 in the North, $630 in the West).

TIP OF THE ICEBERG

The South's accelerating growth slowed somewhat during the recession. That's only natural. New companies spring up and older companies migrate and expand during times of prosperity, seldom during recessions.

Per Capita Income, 1950-1977
(1967 $)

	South	U.S.	Ratio South/U.S.
1950	$1526	$2075	74
1955	1774	2339	76
1960	1910	2498	76
1965	2317	2931	79
1970	2840	3390	84
1977	3450	3886	89

"The growth rate in the post-recession period, August 1976 - August 1978, has been phenomenal," said Prof. Niemi, "especially in manufacturing and distribution." The total employment growth in the first eight years of the 1970s has already exceeded the growth rate of the entire 1960s. Employment in southern manufacturing increased by 10 percent between 1976 and 1978. In the distribution industries, employment climbed 14 percent.

Migration from the North and Midwest to the South is not slowing, despite recent claims to the contrary: 800 to 900 thousand of the 3.1 million who have migrated to the South in the '70s have done so in the last two years. "I think we're only beginning to see the tip of the iceberg," said Niemi, referring to the migration of both individuals and industry. The South is still relatively underpopulated, with a vast amount of unused land.

As more and more industry comes to the South, the region becomes increasingly urbanized. "Sometime in the future all of this migrating industry will lead to increased costs in doing business—particularly bureaucratic and institutional costs," said Niemi. But the Georgia economist feels this will happen several decades from now—not in the 1980s. (The extensive Atlanta subway system, for example, is scheduled to begin operation in the early 1980s). "Sooner or later it has to happen," emphasized Niemi. "One region cannot keep growing at the expense of another indefinitely. The pressure increases and the bubble bursts. But this won't happen until the population increase is relative to maximum utilization of all natural resources. I think the real economic advantages of the South should encourage industries to favor southern locations for at least several more decades."

EXODUS TO THE SUBURBS

"Only a small proportion of the plants now located in the South can be traced to migration from the Northeast and North Central regions," claims Evan Brunson, director of research for the Southern Growth Policies Board. "The rest are new startups, expansions of existing companies, and branches." Brunson points out that most of the companies migrating South are headquarters facilities, not industrial plants. These facilities incorporate relatively few employees. "New York City has lost more companies to the metropolitan areas surrounding it, like Connecticut and New Jersey, than to southern migration."

Many southern plants and companies themselves are relocating within the South. Just as many northern and north

central companies moved to the suburbs, away from the inner cities in the 1960s, southern companies are relocating in their own suburban communities. Some 29 percent of the South's publicly-held industrial companies are based in cities with populations of less than 100 thousand. A good number of Atlanta's plants have moved fifty to a hundred miles outside of town. Distributors have to be aware of this trend. Can rural customers be serviced by distributors located in the cities without opening up costly branches? Some distributors have been forced to move their entire operations into the suburbs to service their customers.

SOUTHERN DISTRIBUTION

Southern distributors have always flourished in providing MRO supplies to expanding southern industry. Industries migrating from other regions proved to be new MRO customers. The feeling among distributors now is that it may be necessary to go one step further. Distributors are offering their services to new and expanding industry as applications engineers, systems specialists, fabricators, repair centers, inventory and handling consultants, and more. They're substantially upgrading their service capabilities beyond simply providing MRO supplies.

Southern distributors are also utilizing contract and systems-type selling more than in the past, especially since plants moving down from the North are used to doing business that way. The large number of foreign-owned plants springing up (or being bought up) all over the South are also targets for this type of selling—MRO supplies on a regular monthly, large-volume basis. Old-line southern distributorships are changing their image too, away from the family-held companies to more aggressive, younger managements. Larger branch networks and mergers-acquisitions, with some folding of smaller, venerable family distributorships in the process is a trend to watch in the South.

For basic MRO supplies, there is an ever-increasing market. Although defense-oriented projects in the South have been substantially reduced, rubber, aerospace, automobile assembly, electronics, energy (including the growing solar energy field), off-shore oil rigs and land-based rigs, canneries and bottlers, petrochemicals, and breweries are pouring in. "Heavy metals are coming in and chemicals have already moved in," said Harold Berry, president of the Virginia-Carolinas Purchasing Managers Association. "You mention all of the major corporations across the country and nearly every one of them has a plant down South."

CARTER COUNTRY

Many southerners were overjoyed that Jimmy Carter was elected President in 1976. At last a southerner would be in the White House. It was a prestige issue. If a southerner could be elected President, then the region couldn't be as backward as many northerners claimed it was. "The South instantly became mainstream with Carter's election," said Niemi. "Prior to Carter, it wasn't."

It's no secret that the stable, conservative, pro-business political climate in the South attracts business. That's one of the great advantages the South has over other regions—it openly courts and caters to business. The majority of southerners respects and admires President Carter. However, mention his energy and environmental policies, and no southerner will admit having voted for him. (That's especially true in Texas and Oklahoma, the major energy-producers.)

The Environmental Protection Agency Act of December 1977 worries southern businessmen who have expansion on their minds. The EPA ruled that no area in which pollution exceeds the standards it set up under the 1970 Clean Air Act could add any new source of pollution unless more than an equal share of the same pollutants are removed. E. Blaine Liner, executive director of the Southern Growth Policies Board, quoted in *Fortune*, reacted to that by stating: "I don't know of any southern city that can, from now on, permit any new industries to be built and still live within the regulations." As far as Carter is concerned, about the most popular thing the Georgian has done for his native South recently has been the official pardon of Confederacy President Jefferson Davis.

Southern Employment, 1950-1978
(thousands)

	1950	1960	1970	1978
Agriculture	4539	3034	1849	1435
Mining	442	370	334	503
Construction	603	781	1075	1540
Manufacturing	2720	3365	4778	5580
Transportation, Communication, Public utilities	923	962	1172	1405
Trade (wholesale and retail)	2176	2820	3873	5424
Finance, Insurance, Real Estate	327	566	848	1213
Service	1106	1584	2632	3975
Government	1510	2205	3408	4448
TOTAL	14348	15691	19972	25526

THE INTERNATIONAL SOUTH

Foreign investors see America, especially the South, as a great place to spend their mongy and open new plants and offices. The market is large, relatively stable and healthy. Inflation in the U.S., as high as it may seem, is lower than in most industrial nations. The U.S. is seen as a bastion of the free enterprise system and capitalism, where private wealth is not resented. Many Europeans are worried about increasing socialist tendencies in their own countries. They feel the U.S. is a long way from that. Worker's compensation, taxes, land, energy, transportation, and plant and office space are cheaper in the U.S. than overseas, especially with the devalued dollar. America is as big a bargain for foreigners as the overseas markets were to American multi-national companies in the 1960s.

FULL CIRCLE

According to the Bank of America, foreign investments in the U.S. accounted for 1.1 million jobs and $11.4 billion in wages paid in 1974 alone. It's still growing, especially in the South. The Conference Board noted that the South grabbed off 29 percent of all foreign manufacturing investment in the U.S. between 1968-1976. The Conference Board also reported that in 1978, acquisition of American companies and foreign plans to build new plants are 40 percent ahead of 1977's rapid pace. The Japanese are the heaviest investors in the South, pouring in $4 billion in 1976. For example, of the $1 billion of foreign capital that, to date, has gone into Georgia, the bulk of it has been Japanese. About $2 billion has been invested by foreigners in South Carolina, and $1 billion in North Carolina.

Sony, Volvo, Michelin, Hoechst and a host of others are establishing plants in the South. Francois Michelin, chairman of Michelin and Company, decided that high taxes and labor costs in France were going to drive him out of business. Michelin opened three plants in South Carolina in a three-year period. Another plant was built in Alabama. "Without Michelin's foreign operation," said chairman Michelin (in a *Newsweek* interview), "the company would be bankrupt." What Michelin liked most about its new location (in Greenville-Spartanburg) was that less than 2 percent of the labor force is organized, and it has port access (Charleston) where shipments can be unloaded and checked through Customs in a speedy forty-eight hours.

ATTRACTING INDUSTRY

Twenty-eight states have organized agencies abroad to attract foreign investors. All states now have some sort of development agency. Some maintain full-time offices in Europe. They offer low-interest, long-term loans, property tax cuts, and trained labor forces at no cost. It's worth it. Michelin alone invested $1 billion in South Carolina, and created 3,000 new jobs.

The chief advantage the southern states have in luring industry to the area is that politicians and businessmen have joined forces to create state laws that favor business. Texas is the leader in attracting non-agricultural jobs. It has no state income tax, personal or corporate, and it regulates unions closely. In Georgia, the State Chamber of Commerce keeps close tabs on those companies in the North and abroad that it feels are ready to move because of heavy tax burdens, low profit margins or rising costs. Each year since 1959, Georgia has had an "open house" for company executives interested in the state.

South Carolina has offered free technical training to prospective workers for incoming companies since 1961. The state has trained 59,000 workers to date (one-sixth of the manufacturing labor force) for 477 companies. Other states have followed suit. "A company will work with our state agency, the Chamber of Commerce and a local development group," explained Don Newton, executive vice president of the Birmingham Chamber of Commerce. "Everything is explained to the company. Training is then carried out in the community to meet the specific needs of the company. All it has to do is move its equipment in, bring down its supervisors, and we'll train men on the company's own equipment. Before the company moves down, it'll have a trained work force."

"The South is a mature market itself now," said Newton. "We have raw materials, human resources, a good work ethic, little unionization, ample utilities, transportation facilities, and lower taxes. For some firms, different states will have advantages over others. The southern states have the greatest advantages."

Georgia Stock Price Index

The August GSPI closed at 1208.086, up 2.44% from last month. The Dow Jones Industrial Average closed at 887.63, up 4.87% from July's figure.

The leading gainers this month were Republic Airlines, up 5.3725 to 19.3725 (38.375%); Glasrock, up 2.875 to 11.75 (32.394%); and Scientific-Atlanta, up 6 to 33.75 (21.621%). Losses of those stocks closing lower were again slight, with the exception of E. T. Barwick Industries, down .25 to 1.125 (18.182%). Eighteen stocks were up, ten down, and two unchanged.

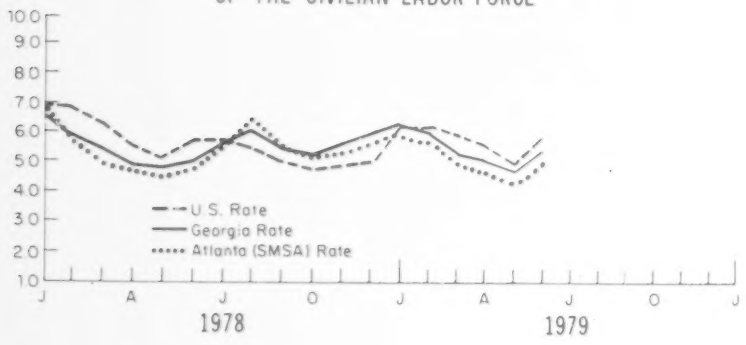
In September, both the Dow Jones Industrial Average and the Georgia Stock Price Index were down compared to the August average. The DJIA ended September at 878.58, down 1.02%. The GSPI ended at 1169.56, down 3.18% from August's close.

Eight stocks were up this month, but the only real gainers were Cousins Properties, up 1.875 to 10.125 (22.73%) and Glasrock, up 2.5 to 14.25 (21.28%). Twenty-two of the stocks were down but the losses were small with the exception of E. T. Barwick Industries, Cagle's, and Bibb Company. Barwick Industries was down .375 to .75 (33.33%); Cagle's was down .875 to 4.875 (15.22%); and Bibb Company, down 1.875 to 13.375 (12.29%).

Cris Forsthoff

	Georgia Stock Price Index	% Change	Dow Jones Industrial Average	% Change
1978				
January	832.5	- .346	769.92	- 7.369
February	844.232	1.409	742.12	- 3.611
March	899.121	6.502	757.36	2.054
April	954.407	6.149	837.32	10.558
May	985.354	3.243	840.61	.393
June	1004.785	1.972	818.95	- 2.525
July	1052.141	4.713	862.27	5.290
August	1119.187	6.372	876.82	1.687
September	1096.719	- 2.008	865.82	- 1.255
October	910.496	-16.98	792.45	- 8.474
November	949.374	4.270	799.03	.830
December	974.722	2.670	805.01	.748
1979				
January	1049.98	7.721	839.22	4.250
February	1045.258	- .450	808.82	3.622
March	1096.13	4.870	862.18	6.600
April	1111.933	1.442	854.90	- .844
May	1088.626	- 2.0961	822.33	- 3.8098
June	1131.858	3.971	841.98	2.389
July	1179.276	4.189	846.42	.527
August	1208.086	2.548	887.63	4.868
September	1169.564	- 3.189	878.58	- 1.020

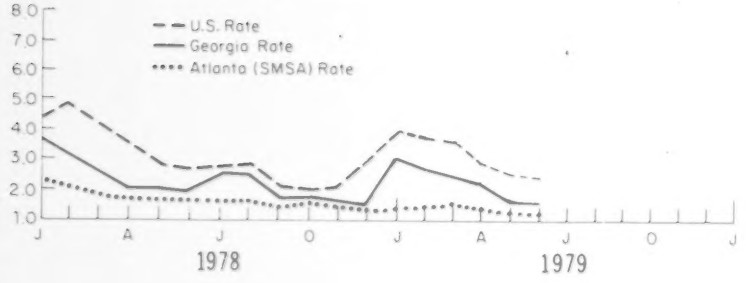
ESTIMATED UNEMPLOYMENT RATE AS A PERCENT OF THE CIVILIAN LABOR FORCE



	U.S. RATE Adjusted	U.S. RATE Unadjusted	GEORGIA RATE (Unadjusted)	ATLANTA RATE (Unadjusted)
1978				
January	6.3	7.0	6.7	6.8
February	6.1	6.9	6.2	5.5
March	6.2	6.6	5.1	5.1
April	6.0	5.8	5.1	4.9
May	6.1	5.5	4.4	4.8
June	5.7	6.2	5.8	5.4
July	5.2	6.1	6.0	5.8
August	5.9	5.8	6.4	6.9
September	6.0	5.7	5.9	5.9
October	5.8	5.4	5.8	5.7
November	5.8	5.5	6.1	5.8
December	5.9	5.6		
1979				
January	5.8	6.4	6.5	6.3
February	5.7	6.4	5.9	5.7
March	5.7	6.1	5.2	4.8
April	5.8	5.5	5.0	4.6
May	5.8	5.2	4.7	4.5
June	5.6	6.0	5.6	5.3

*For a more meaningful comparison with the Georgia and Atlanta rates the U.S. unadjusted rate is the one presented in the graph.

INSURED UNEMPLOYMENT RATE



	U.S. RATE	GEORGIA RATE	ATLANTA RATE
1978			
January	4.4	3.67	2.38
February	4.9	3.03	2.13
March	4.2	2.76	2.00
April	3.5	2.39	1.76
May	3.0	2.29	1.76
June	2.8	2.14	1.60
July	3.2	2.84	1.66
August	3.2	2.69	1.74
September	2.5	2.10	1.71
October	2.5	2.36	2.14
November	2.6	2.19	1.76
December	3.2	2.13	1.66
1979			
January	4.0	3.04	1.57
February	3.8	2.83	1.58
March	3.6	2.57	1.74
April	3.1	2.08	1.47
May	2.8	1.75	1.31
June	2.5	1.88	1.22

Source: U.S. Department of Labor, Bureau of Labor Statistics; Georgia Department of Labor, Manpower Resources Section.

ATLANTA CONSUMER PRICES
INDEX, 1967 = 100

Period	U.S. All Items	U.S. Food	ATLANTA All Items	ATLANTA Food
1975	161.2	175.4	161.7	181.7
1976	170.5	180.8	169.2	185.8
1977	181.5	192.2	180.6	196.4
1978	203.6	206.3	203.1	211.0
1979				
January	204.7	218.3	—	—
February	207.1	222.4	201.8	226.2
March	209.1	224.4	—	—
April	211.5	226.3	206.7	229.4
May	214.1	228.2	—	—
June	216.6	229.3	212.6	230.3

Period	ATLANTA Housing	ATLANTA Apparel & Upkeep	ATLANTA Trans-portation	ATLANTA Health & Recreation
1975	167.0	138.7	142.9	158.7
1976	175.8	144.5	154.6	167.7
1977	187.9	154.8	163.1	177.9
1978	201.8	163.7	170.7	—

Local Business Activity

BUSINESS DAYS - JUN[illegible] — [illegible] JUN[illegible] — , MAY [illegible]

AREA[1]	ELECTRICITY CONSUMED				WATER PUMPED, FINISHED				NEW PASSENGER CAR REGISTRATIONS (RE-USE RESTRICTED)				TELEPHONES IN SERVICE	
	MAY	JUN	PERCENT[2] CHANGE JUN	MAY	MAY	JUN	PERCENT[2] CHANGE JUN	MAY	MAY	JUN	PERCENT[2] CHANGE JUN	MAY	MAY	JUN
	(MWH)	(MWH)			(GALS.)	(GALS.)			(NO.)	(NO.)			(NO.)	(NO.)
ALBANY	50484	54911	10	4	147423	131149	5	7	175	305	10	0	13431	13461
AMERICUS	12523	13152	5	13	83948	91126	12	-6	72	90	0	20	16383	16430
ATHENS	66130	67419	+1	1	869913	837860	-7	-3	188	231	9	24	67600	67708
AUGUSTA	411068	420174	4	14	654252	600335	-5	-9	443	704	25	6	134943	134916
BAINBRIDGE	26418	26670	-2	0	79883	89188	+1	0	52	58	42	4	11431	11485
BRUNSWICK	77574	78730	3	1	102124	131461	+31	29	186	206	+19	21	44300	44427
COLUMBUS	115334	120193	0	26	829023	1012512	+4	33	481	589	21	22	113917	115121
DALTON	4160	3520	-2	8	1134893	1104077	-3	3	257	229	-3	-9	17311	17366
DUBLIN	17175	16814	-10	10	70143	73547	-3	3	181	145	-13	-20	10417	10451
EATONTON	8713	8366	11	18	35583	47035	1	8	49	67	61	37	10753	10778
GAINESVILLE	50530	41761	5	6	341457	341108	12	-1	241	221	-4	-8	43061	43148
GRIFFIN	14176	13610	-1	5	174302	183403	-6	5	74	136	108	+23	52214	52326
LAGRANGE	18958	20311	2	8	180213	213743	-7	19	137	186	23	36	27431	27530
MACON	101068	110298	-1	4	674554	727833	-11	11	509	628	5	23	120710	120837
MOULTRIE	9720	11833	-8	-20	87075	96028	-10	11	61	105	3	72	18536	18585
NEWNAN	9821	10117	1	5	93896	97651	-3	4	192	154	14	-20	27058	27080
ROME	51765	52011	-1	7	2048825	2092753	-4	2	524	518	36	-39	57405	57457
SAVANNAH	174805	181452	-7	6	680231	680071	-4	0	667	857	16	34	152749	152909
THOMASVILLE	13046	21765	-1	11	90965	97060	-9	7	103	116	32	13	21488	21611
VALDOSTA	28800	33292	3	10	137250	106052	-26	-22	198	247	9	20	49009	49111
WAYCROSS	18358	20338	-3	12	91113	91194	-9	4	138	125	-9	-9	25612	25728
[illegible]	[illegible]	[illegible]											[illegible]	[illegible]
GEORGIA	3000	3060	-10	10					20284	23412	15	11	2641	963

AREA[1]	SAVINGS AND LOAN ASSOCIATIONS[4] MORTGAGE LOANS CLOSED				NEW SAVINGS AND INVESTMENTS				INSURED UNEMPLOYMENT WEEKS COMPENSATED				PAYMENTS			
	MAY	JUN	PERCENT[2] CHANGE JUN	MAY	MAY	JUN	PERCENT[2] CHANGE JUN	MAY	MAY	JUN	MAY	JUN	PERCENT[2] CHANGE JUN	MAY	JUN	PERCENT[2] CHANGE JUN	MAY
	(NO.)	(NO.)			(S)	(S)			(NO.)	(NO.)	(NO.)	(NO.)		(S)	(S)		
ALBANY	1051	1017	-34	32	15268	10158	-17	-33	87	108	811	548	-30	1	24943	24750	-21	1
AMERICUS	537	702	+	-31	1039	810	-8	-22	101	136	692	567	-32	-4	41508	37782	-39	-9
ATHENS	1913	2762	-38	31	5699	7106	-18	-27	85	98	96	52	-37	-46	5842	6141	-34	-9
AUGUSTA	9704	9011	-14	-7	12053	10987	-1	-9	89	112	2138	1927	-12	-10	151605	138825	-16	-8
BRUNSWICK	4292	5432	-9	-18	6941	5870	24	-14	79	98	509	1012	-8	+16	61407	73107	-8	+19
COLUMBUS	4529	5307	-33	+15	15479	19424	-5	+25	93	93	5923	5463	-6	-12	263674	233924	-4	-11
DALTON	1500	2056	-37	30	4036	4947	21	23	103	75	2278	1911	-20	-20	184040	136953	-24	-26
DUBLIN	558	217	-64	-59	844	685	-11	-19	69	147	1242	1284	-222	3	82162	87526	259	7
EATONTON	510	10	-98	-97	317	576	-11	19	78	50	449	477	1	6	51926	28743	-6	-12
GAINESVILLE	2842	3614	16	25	5380	5471	11	17	103	85	1364	1122	-18	-17	98488	89859	-19	-18
GRIFFIN	1651	1126	-2	-32	31160	1340	41	-29	75	90	1589	1265	-65	-15	102 41	82751	75	-19
LAGRANGE	959	1592	131	66	3035	2908	15	-4	93	90	1267	1054	-22	-17	89540	73017	-26	-18
MACON	7886	6299	-27	-20	13587	10305	3	-17	102	102	437	410	-54	-6	31961	29182	-31	-9
MOULTRIE	767	1005	-16	31	2725	2830	-7	6	98	114	1160	1567	255	37	77104	107530	219	39
NEWNAN	1290	922	-26	-20	1302	1432	-58	10	92	89	1501	953	+13	-37	114025	69018	-13	-37
ROME	2361	3157	17	33	5852	6059	14	4	83	108	1210	1100	25	-9	90433	80644	23	-1
SAVANNAH	11238	10607	96	-4	10408	12576	29	21	87	71	982	809	-31	-18	74702	61400	-29	-18
THOMASVILLE	1196	1264	24	+	1867	1771	-13	-5	82	98	760	1023	202	35	53879	72227	207	34
VALDOSTA	2194	2130	-35	-3	1614	2226	25	38	122	80	784	644	241	-15	53977	46000	298	-14
WAYCROSS	371	198	-22	-47	6477	7257	18	12	98	90	700	511	-7	-29	51063	35659	+2	-30
[illegible]	[illegible]	[illegible]													[illegible]	[illegible]		
GEORGIA	104100	104100	-5	0	340700	340700	4	0	96	101	15917	11345	7	-17	19510	8294	9	-21

*MAY WITHDRAWALS AS PERCENT OF MAY SAVINGS, JUNE WITHDRAWALS AS PERCENT OF JUNE SAVINGS.

[1]AREAS- 1) LOCAL POWER AREAS, 2) CITY SYSTEMS, 3) COUNTIES, 4) CITY EXCHANGES, 5) CITIES, 6) COUNTIES.

[2]THE TWO PERCENTAGE CHANGE COLUMNS REPRESENT THE CHANGE IT IS JUNE 1979 FROM JUNE 1978, 2) IN JUNE 1979 FROM MAY 1979.

[3]INCLUDES ONLY SOUTHERN BELL TELEPHONE AND TELEGRAPH AND GENERAL TELEPHONE OF THE SOUTHEAST.

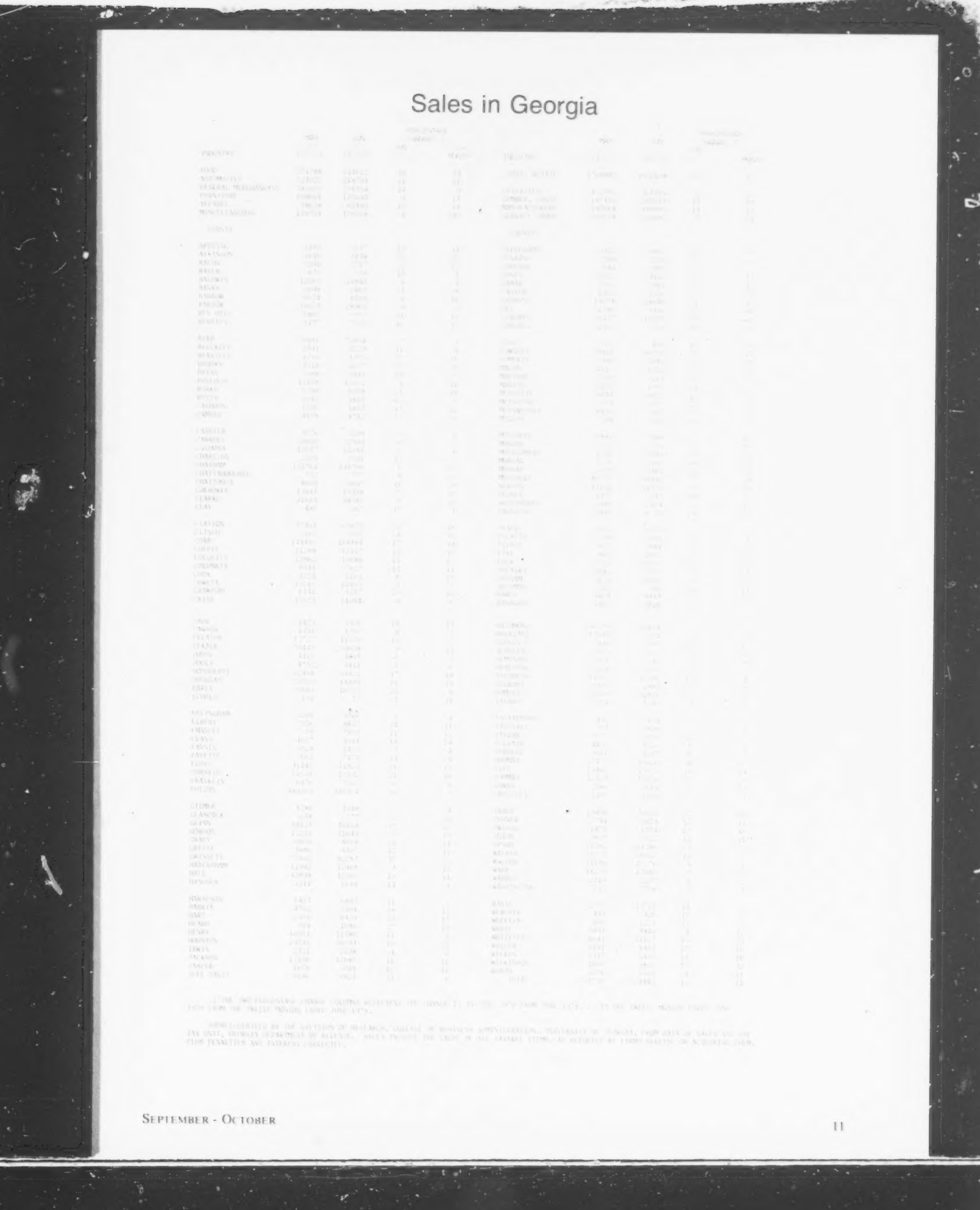
[4]97 ASSOCIATIONS IN GEORGIA IN JUNE 1979.

SOURCE- 1) POWER COMPANIES AND CITY ENGINEERS, 2) CITY ENGINEERS, 3) COURTESY OF R. L. POLK AND CO. RE-USE ONLY BY PERMISSION OF R. L. POLK AND COMPANY, 4) TELEPHONE COMPANIES, 5) FEDERAL HOME LOAN BANK OF ATLANTA, GEORGIA, 6) GEORGIA EMPLOYMENT SECURITY AGENCY, DEPARTMENT OF LABOR.

The Atlanta Area

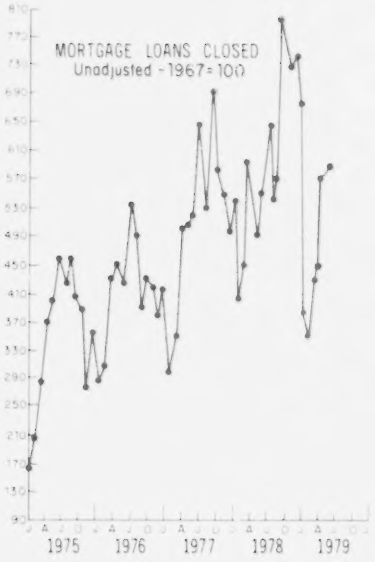
Other Activities

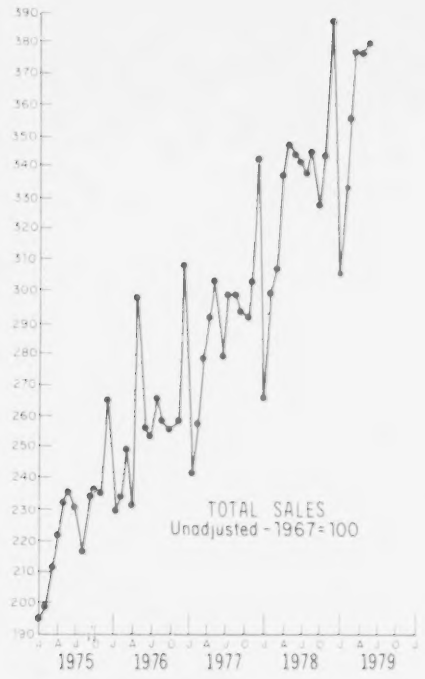
Sales in Georgia

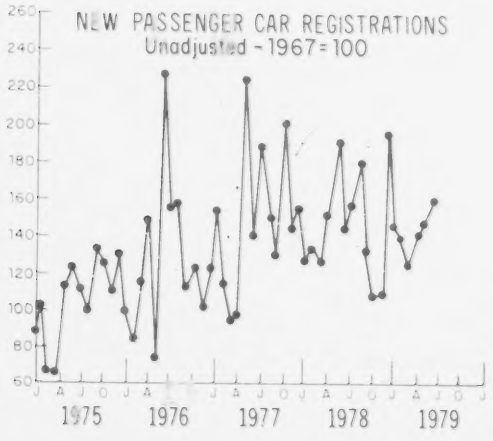


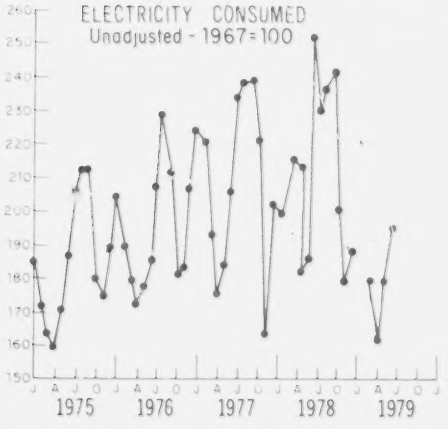
Indexes of Economic Activity in Georgia

BANK DEBITS
SERIES
CANCELLED









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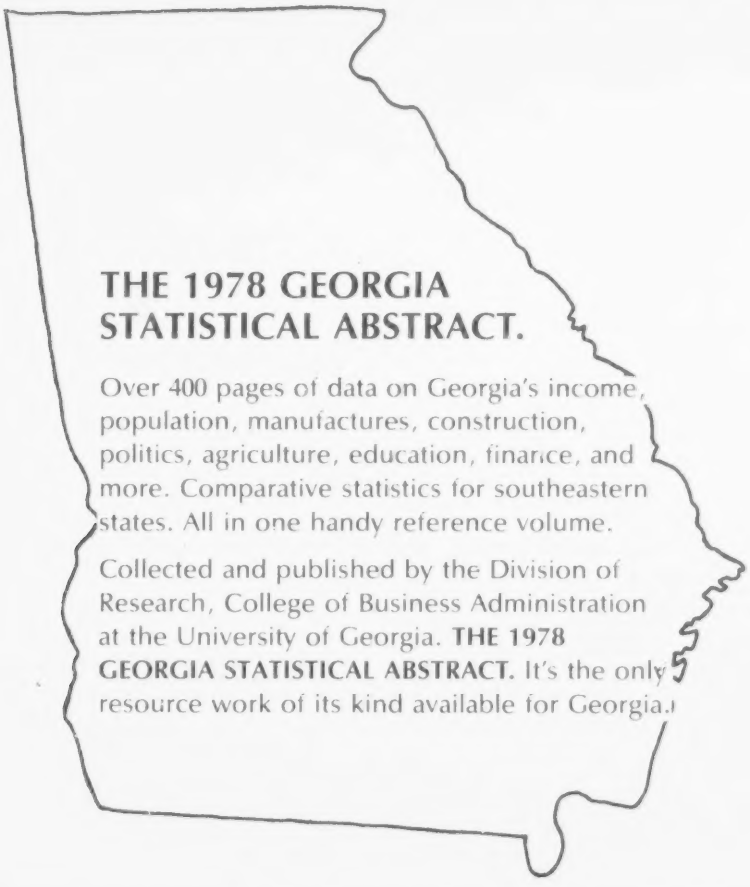

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IN THIS ISSUE

TRAVEL INDUSTRY CHALLENGE 1
Polly W. Hein

TOTAL AND PER CAPITA PERSONAL INCOME 4

THE GEORGIA STOCK PRICE INDEX 6

TRAVEL BAROMETER 8

THE GEORGIA ECONOMY
Unemployment Rates 9
Consumer Prices 9
Local Business Activity 10
Sales in Georgia 12
Indexes of Economic Activity 13

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Travel Industry Challenge

Polly W. Hein

No industry is more plagued by energy shortages, inflation, and the growing selectivity of the traveling public than the travel industry. This article describes Georgia's rise to prominence as a major entry in the travel business over the past eighteen years, then gives a brief outlook for 1979 as the state approaches its third decade of travel development.

Over the past eighteen years, the Georgia travel industry has grown into a multi-billion dollar business. From the beginning, Georgia's potential for tourism development was a natural. The state's varying terrain of mountains, plains, and coast, its mild climate, historic past, and hospitable nature predicted success.

Travel industry development began in 1960 when the newly created Tourist Division of the former Georgia Department of Commerce asked the College of Business Administration to produce the first travel estimates for the state. An extensive field survey was undertaken that year in cooperation with the state's highway department. The results showed that tourist spending alone totaled $273 million and the fledgling travel industry grossed $795 million.

The thrust made at the state level was the initial key to Georgia's continuing travel success. Armed with the results of the travel study, the Tourist Division convinced state legislators to increase the tourism budget, upgrade Georgia's highways, establish a highly successful welcome center program, and create special travel committees within the House and Senate. The study also led to the beginning of a cohesive travel "industry" and launched the state on a program of tourism development.

Most of the state's attractions were either undeveloped or in very early stages of development. There was little inkling that Stone Mountain would become a major state park, that the Georgia coast would become a prime tourist magnet, that a Six Flags amusement park would locate in Atlanta, or that the city itself would become a major convention center, competing with New York and Chicago. These developments, however, merely scratched the surface of existing travel potential.

From 1961 to 1973, travel in Georgia produced a growth industry that outstripped most industries in the state. Despite the energy crisis in 1973 and the rising rate of inflation, travel sales and receipts continued to rise 14.7 percent, a deflated net gain of 3.7 percent. The energy strains of 1974, however, took its toll on the 1975 receipts. Travel industry income dropped to 7 percent, the lowest since 1963 when the entire nation had a bad travel year. Despite the poor showing in 1975, sales and receipts rebounded to a 12 percent level with a real gain of 7 percent in 1976; and in 1977, sales and receipts rose another 12.7 percent, representing a net growth of 6.5 percent.

THE INDUSTRY IN 1978

Georgia's travel industry displayed healthy growth in 1978 compared with only "modest gains" nationwide.[1] Georgia's 23,170 travel-serving firms grossed sales and receipts of $4.8 billion in 1978. This 12.3 percent increase in revenue, contrasted with a rise in travel costs of 7.3 percent, results in a net growth of 5 percent. (A look at the U.S. travel picture shows that its real volume was less than 1 percent.)

---

[1] "1978 Travel Industry Year End Report," U.S. Travel Data Center, Washington, D. C., December, 1978.

The state's travel industry is also an important employment generator since it traditionally hires some 6 percent of all non-agricultural workers in Georgia and 20 percent of all retail and service employees. Gains in travel industry employment and wages produced one of the most significant economic trends of 1978. Employment in primary travel-serving firms rose 15 percent, a total of 173,500 employees. Wage increases for these workers were even higher, up 22.2 percent for total payrolls of $978.2 million. In addition, the industry is an important source of revenue for the Georgia treasury. In 1978 it generated income for the state totaling $419.4 million, approximately 19 percent of the state's total net revenue.

Even the difficult winter did not halt travel here. Private auto trips rose 4.6 percent in 1978 compared with 2.3 percent in 1977. This increase was the result of 23.7 million trips taken by 69.7 million persons traveling to and through Georgia. These travelers spent $1.8 billion, while others spent $202.8 million on commercial transportation. The addition of travel for business and personal reasons brought total spending to a record $2.9 billion for the year. (Details of travel industry data by type of travel firm are shown in the table.)

THE FIRST HALF OF 1979

The outlook for travel in Georgia during the first half of 1979 suggests modest to moderate gains for the industry with somewhat negative trends in travel attraction attendance, welcome center visits, and travel volume.

Travel industry sales and receipts totaled $2.7 billion through June 1979, a 15 percent increase over the same period in 1978. During that time period, the cost of travel increased 9.5 percent, leaving a net increase of 5.4 percent. The cost of transportation (primarily gasoline) dominated the travel price advance with an increase of 16.3 percent. This was followed by lodging and restaurant price hikes. Increases were least for recreation and entertainment costs, up only 2 percent.

By comparison, national data displayed an 11 percent increase in sales and receipts in the first half of 1979, coupled with a significant 16 percent increase in prices. In essence, deflated national sales figures were negative while, at the same time, the Georgia travel industry experienced a positive 5.4 percent increase.

In other industry data, employment rose 4.6 percent, a very modest gain compared with a 1978 increase of 15 percent. The fluctuation is undoubtedly due to the fact that the travel industry is not only a highly seasonal employer but one who is very responsive to demand. For this reason, fall and winter sports events and holiday travel often significantly alter the second half-year pattern of employment and wages.

The first half of 1979 has not been an outstanding one for the attractions and state parks that report attendance to the quarterly travel barometer. The 13.2 million visits generated by these attractions represented a decrease of 5.3 percent. The attractions feel that the trend is definitely linked to potential gas shortages and inflated prices. Still, an interesting exception is the 2.8 percent increase in recreation area visits, almost all of which resulted directly from the increase in visits to Stone Mountain. During the first six months of the year, 2.1 million persons came to the park, an increase of 13.8 percent over 1978. Again, this is probably due to the growing trend to travel closer to home as well as to having the Atlanta metro population as a major market segment.

Visits to Georgia welcome centers continued an 18-month decline that began in July of 1978. Total visits for the six-month period stood at 2.4 million, compared with 3.3 million visits during the first half of 1978. This represented a 28 percent decline. Only the I-75 centers at Ringgold and Valdosta did not experience such sharp declines, although visits there were down as well.

TRAVEL OUTLOOK

Approximately 90 percent of all travel in Georgia is by private automobile. National, regional, and state trends indicate that travel by auto will continue to increase despite escalating costs and possible gasoline shortages. Vacation travel is particularly resilient to outside change. Increased leisure hours and the lifestyle of the American public will continue to influence travel favorably.

Late in 1978, the National Research Service released figures predicting an optimistic increase of 2 percent in all vacation travel and a 6 percent rise in vacations by automobile.[2] In Georgia, highway trends point to slightly higher rises in vacations by auto because of the large share of vacation recreation travel by private auto. Yet in spite of an increase in pleasure travel, statistics from welcome centers and travel attractions point to a change in origins and destinations due to tendencies toward travel closer to home. This is not to say that the travel industry will not fare well, but more to indicate a need for new market strategy to capitalize on current trends.

The travel industry in the state can expect trends toward more auto travel with an increase in fly/drive trips and a growing interest in escorted motorcoach tours. Although travel closer to home should continue, studies confirm the intention of vacation recreation travel without regard to gasoline prices. The South continues to be one of the most popular vacation destinations and the economic growth of the Georgia travel industry is far better than that of the nation's as a whole. In summary, all indicators point to a continued favorable growth of the state's travel industry for the rest of this decade and to an optimistic forecast for the Eighties.

[2] "The Auto Vacation Market 1976-1978," National Research Service Study, November 1978.

For an update on 1979 summer travel figures, see the TRAVEL BAROMETER on page 8.

THE GEORGIA TRAVEL INDUSTRY 1978

Economic Information by Type of Travel Serving Firm

Type of Firm	Number of Firms	Sales and Receipts (Millions)	Number of Employees	Wages Paid (Millions)	State Taxes Paid (Millions)	Construction Investment (Millions)
Lodging	1,510	$ 534.9	27,500	$160.3	$ 20.5	$ 8.1
Eating/Drinking	8,870	1,362.6	98,100	437.4	48.4	23.2
Recreation	1,250	114.3	14,000	110.0	5.6	24.7
Gasoline Service Stations	7,120	1,937.1	15,200	95.3	324.5 (1)	8.9 (2)
Tire, Battery Accessory	840	320.6	4,700	44.1	12.8	
Auto Repair & Services	3,580	498.2	14,000	131.1	7.6	
Transportation						2.2
TOTAL	23,170	4,767.7	173,500	978.2	419.4	67.1
Percent Change '78/'77	-0.1	12.3	15.0	22.2	7.8	-52.9

(1) Includes motor fuel taxes totaling 262.9 million and sales and business taxes of 61.6 million.
(2) Includes all automotive services (service stations, tire, battery, accessory, and repair service).

Source: Developed by the Small Business Development Center, University of Georgia from reports by the Georgia Departments of Labor, Revenue, Transportation, and the F.W. Dodge division of McGraw-Hill.

Travel Research in Progress

The Office of Leisure Studies and Tourism of the University's Small Business Development Center has recently completed a study to determine characteristics of the tourist in Georgia. Based on a survey conducted among visitors to the various Georgia welcome centers along the interstates, the study showed that tourists came from two major target markets, the Great Lakes region and other states within the Southeast. Some of the questions asked of these visitors concerned: the relative distance from home of their vacation destination; the source of their vacation information; and reasons for picking Georgia, such as the availability of water sports, areas of historical interest, and proximity to amusement theme parks. The study was completed under agreement with the Georgia Department of Industry and Trade.

Under the same agreement with Industry and Trade, a study is being conducted to document the size and scope of the motor coach industry in the state. This is particularly valuable because of the growing significance of the bus industry in relation to energy problems and tourism. This will be the first study to accrue information on the number of people taking motor coach tours in Georgia, the economic impact of this type of travel on the state, and the characteristics of a tourist traveling by bus.

A third study will examine the rate with which requests for information from magazine advertisements placed by Industry and Trade are converted into trips to Georgia. Some of the important objectives of the conversion study are to determine the percentage of times an information request resulted in a trip to the state, the amount of tourist revenue generated by the magazine advertisements, and the net revenue generated by each magazine and by type of ad campaign. Anticipated completion for both studies is early 1980.

Total and Per Capita Personal Income in Georgia Counties[a], 1976 and 1977

	TOTAL (MILLIONS)			PER CAPITA (THOUSANDS)			
JEFFERSON							
JENNINGS							
JOHNSON							
JONES							
LAMAR							
LANIER							
LAURENS							
LEE							
LIBERTY							
LINCOLN							
LONG							
LOWNDES							
LUMPKIN							
MCDUFFIE							
MCINTOSH							
MACON							
MADISON							
MARION							
MERIWETHER							
MILLER							
MITCHELL							
MONROE							
MONTGOMERY							
MORGAN							
MURRAY							
MUSCOGEE							
NEWTON							
OCONEE							
OGLETHORPE							
PAULDING							
PEACH							
PICKENS							
PIERCE							
PIKE							
POLK							
PULASKI							
PUTNAM							
QUITMAN							
RABUN							
RANDOLPH							
RICHMOND							
ROCKDALE							
SCHLEY							
SCREVEN							
SEMINOLE							
SPALDING							
STEPHENS							
STEWART							
SUMTER							
TALBOT							
TALIAFERRO							
TATTNALL							
TAYLOR							
TELFAIR							
TERRELL							
THOMAS							
TIFT							
TOOMBS							
TOWNS							
TREUTLEN							
TROUP							
TURNER							
TWIGGS							
UNION							
UPSON							
WALKER							
WALTON							
WARE							
WARREN							
WASHINGTON							
WAYNE							
WEBSTER							
WHEELER							
WHITE							
WHITFIELD							
WILCOX							
WILKES							
WILKINSON							
WORTH							
COLUMBIA-MUSCOGEE							
GEORGIA							

[1] Total and per capita income estimates are by country of residence.

Source: Regional Economic Information System, Bureau of Economic Analysis, U.S. Department of Commerce.

Georgia Stock Price Index

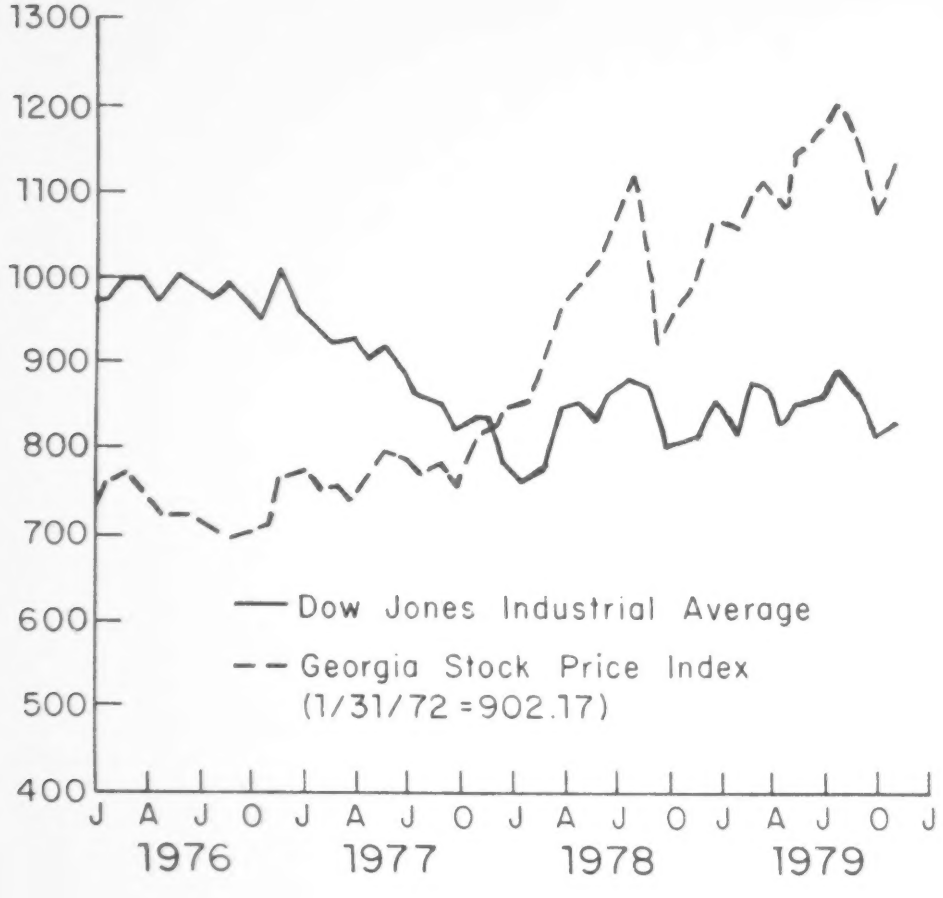
The Georgia Stock Price Index and the Dow Jones Industrial Average both dropped during the month of October. The GSPI closed at 1097.041, down 72.523 (6.201%). The DJIA closed at 815.70, down 62.880 (7.157%). Twenty-five of the thirty stocks fell this month with the biggest losers being Republic Airlines, down 7.38 (40.816%) to 10.701; Columbus Mills, down .75 (15.789%) to 4.00; and Cousins Properties, down 1.5 (14.815%) to 8.625. Three stocks were up with the leading gainer being E. T. Barwick Industries, up .25 (33.333%) to 1.00. Two stocks remained unchanged.

In November, the Dow Jones Industrial Average and the Georgia Stock Price Index both closed up over last month's closing averages. The GSPI ended November at 1135.369, up 3.49% from last month's figure of 1097.041. The DJIA closed at 822.35, up .82% from October's 815.70.

Trading in the GSPI was mixed with sixteen stocks up, eleven down, and three unchanged. The leading gainers this month were Central Soya, up 3.00 (26.37%) to 14.375; Bibb Company, up 2.875 (24.21%) to 14.75; and Glasrock, up 3.25 (23.42%) to 17.125. Losses this month were small with the exception of Cagle's down .875 (18.42%) to 3.875 and Republic Airlines, down 1.107 (10.345%) to 9.594.

Cris Forsthoff

Source: Georgia Economic Forecasting Project



	Georgia Stock Price Index	% Change	Dow Jones Industrial Average	% Change
1978				
January	832.5	– .346	769.92	– 7.369
February	844.232	1.409	742.12	– 3.611
March	899.121	6.502	757.36	2.054
April	954.407	6.149	837.32	10.558
May	985.354	3.243	840.61	.393
June	1004.785	1.972	818.95	– 2.525
July	1052.141	4.713	862.27	5.290
August	1119.187	6.372	876.82	1.687
September	1096.719	– 2.008	865.82	– 1.255
October	910.496	–16.98	792.45	– 8.474
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October	1097.041	– 6.201	815.70	– 7.157
November	1135.369	3.494	822.35	.815

Travel Barometer

summer 1979 (june, july, august)

Positive signs marked the industry component of the summer travel barometer. There were "net" gains of 6 percent in sales and receipts and employment gains of 10 percent in restaurants, lodging, attractions, and automotive services. Attendance at travel attractions declined and visitors to Georgia welcome centers continued an annual decline of approximately 25 percent.

The Industry

The Georgia travel industry fared better than the nation's travel components this summer. Given a 10 percent rise in the cost of travel in Georgia, the industry still netted sales gains of approximately 6 percent. At the national level, travel industry receipts rose 11 percent with a corresponding 16 percent Travel Price Index increase. In the summer of 1979 $1.5 billion was spent with firms that traditionally serve the traveling public in Georgia. Automotive sales continue to show the greatest change due to price increases. Deflated estimates of auto industry receipts placed the real increase at 6 percent.

Employment changes are mixed. The 22 percent change in automotive service employment is largely a reflection of the mass closings of service stations that occurred last year. The subsequent gains occurred as full-service stations were replaced by self-serve firms.

Attractions and Welcome Centers

Travel attractions reported attendance of 12.6 million people during the summer of 1979. This was an overall decline of 10 percent with recreation areas such as Stone Mountain, Lanier Islands, Jekyll Island, and Callaway Gardens displaying the least decline, 2 percent from summer 1978. Advertising campaigns to combat gasoline shortage fears succeeded to some extent in attracting Georgians to visit within their own state, but were not as successful with states outside the Southeast that are normally Georgia's travel market.

This tendency to stay closer to home affected visits to Georgia Welcome Centers also. Although down 26 percent from summer 1978, a total of 1.9 million people experienced Georgia's hospitality. Interstate centers on I-20 at Augusta, and I-95 Kingsland, I-85 Lavonia, and I-75 Ringgold and Valdosta realized the least decline in visits.

Polly W. Hein

Table 1. Sales and Receipts, and Employment Estimates Begun in the Travel Industry and Related Fields in Georgia, Summer 1979 With Percentage Changes from Summer 1978

	Sales and Receipts		Employment	
Type of Business	Volume ($000)	Change (%)	Number	Change (%)
Eating/drinking	401,042	10.1	88,933	10.6
Lodging	156,068	9.7	31,084	- .7
Recreation/amusement	39,560	1.4	13,073	5.2
Automotive	873,335	21.9	69,593	22.3
Total	1,470,005	16.5	202,683	10.0

Source: Georgia Department of Revenue Sales and Use Tax Unit, U.S. Department of Commerce Census of Business, and the Georgia Department of Labor.

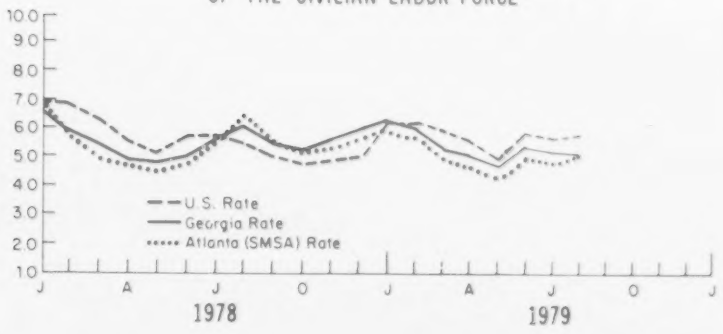
Table 2. Attendance at Selected Travel Attractions in Georgia and Number of Visitors at Georgia Welcome Centers, Summer 1979 With Percentage Changes from Summer 1978

	Attendance		Visitors			Visitors		
Attraction	Number	Change (%)	Center	Number	Change (%)	Center	Number	Change (%)
Historical sites[1]	93,980	- 8.2	Atlanta	25,032	-28.3	Plains	51,695	-46.3
National monuments	562,655	-12.0	Augusta	195,750	-18.0	Ringgold	363,049	-24.2
Recreation areas[2]	4,530,518	- 2.0	Columbus	53,932	-39.8	Savannah	93,844	-40.2
State parks	5,060,670	-14.6	Kingsland	322,380	-20.1	Sylvania	34,145	-42.0
Other attractions[3]	2,397,138	-13.1	Lavonia	239,346	-16.8	Valdosta	490,612	-27.2
Total	12,644,961	-10.0				Total	1,869,785	-25.8

[1]Sites maintained and managed by the Georgia Historical Commission.
[2]Callaway Gardens, Jekyll Island, Lake Lanier Islands, National Forest recreation, Stone Mountain Park.
[3]Agrirama, Cyclorama, J. G. Lowe Birthplace, Little Whitehouse, Rock City, Stone Mountain Game Ranch, Stone Mountain Plantation, Stone Mountain Railroad, Stone Mountain Skylift, Six Flags.

Source: Based on reports from individual attractions and on estimates by the Research Division, Georgia Department of Industry and Trade, through analysis of vehicle counter reports and visitor registration sheets provided by Visitor Information Centers.

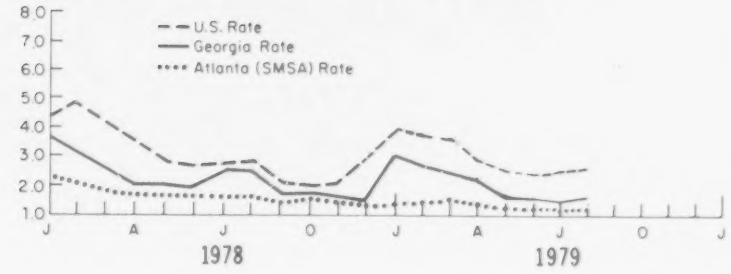
ESTIMATED UNEMPLOYMENT RATE AS A PERCENT OF THE CIVILIAN LABOR FORCE



	U.S. RATE Adjusted	U.S. RATE Unadjusted*	GEORGIA RATE (Unadjusted)	ATLANTA RATE (Unadjusted)
1978				
January	6.3	7.0	6.7	6.8
February	6.1	6.9	5.7	5.5
March	6.2	6.6	5.1	5.1
April	6.0	5.8	5.1	4.9
May	6.1	5.5	4.9	4.8
June	5.7	6.2	5.4	5.4
July	6.2	6.3	6.0	5.6
August	5.9	5.8	6.4	6.9
September	6.0	5.7	5.9	5.9
October	5.8	5	5.8	5.7
November	5.8	5.5	6.1	5.6
December	5.9	5.6		
1979				
January	5.8	6.4	6.5	6.3
February	5.7	6.4	5.9	5.7
March	5.7	6.1	5.2	4.8
April	5.8	5.5	5.0	4.6
May	5.8	5.2	4.7	4.5
June	5.6	6.0	5.5	5.3
July	5.7	5.8	5.6	4.9
August	6.0	5.9	5.5	5.5

*For a more meaningful comparison with the Georgia and Atlanta rates, the U.S. unadjusted rate is the one presented in the graph.

INSURED UNEMPLOYMENT RATE



	U.S. RATE	GEORGIA RATE	ATLANTA RATE
1978			
January	4.4	3.67	2.38
February	4.9	3.03	2.13
March	4.2	2.75	2.06
April	3.5	2.39	1.76
May	3.0	2.29	1.76
June	2.8	2.14	1.60
July	3.2	2.64	1.66
August	3.2	2.69	1.74
September	2.6	2.10	1.71
October	2.5	2.36	2.14
November	2.6	2.19	1.76
December	3.2	2.13	1.66
1979			
January	4.0	3.04	1.57
February	3.9	2.63	1.68
March	3.8	2.57	1.74
April	3.1	2.08	1.47
May	2.7	1.75	1.31
June	2.5	1.88	1.22
July	2.7	1.81	1.15
August	2.8	1.88	1.26

Source: U.S. Department of Labor, Bureau of Labor Statistics, Georgia Department of Labor, Manpower Resources Section.

ATLANTA CONSUMER PRICES
INDEX, 1967 = 100

	U.S.		ATLANTA	
Period	All Items	Food	All Items	Food
1975	161.2	175.4	161.7	181.7
1976	170.5	180.8	169.2	185.8
1977	181.5	192.2	180.6	196.4
1978	203.6	206.3	203.1	211.0
1979				
January	204.7	218.3	—	—
February	207.1	222.4	201.8	226.2
March	209.1	224.4	—	—
April	211.5	226.3	206.7	229.4
May	214.1	228.2	—	—
June	216.6	229.3	212.6	230.3
July	218.9	230.7	—	—
August	221.1	230.2	216.9	235.3

	ATLANTA			
Period	Housing	Apparel & Upkeep	Transportation	Health & Recreation
1975	167.0	138.7	142.9	158.7
1976	175.8	144.5	154.6	167.7
1977	187.9	154.8	163.1	177.9
1978	201.8	163.7	170.7	—

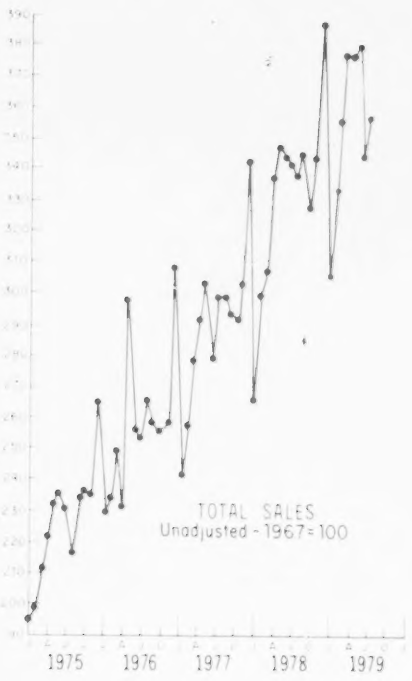
The Atlanta Area

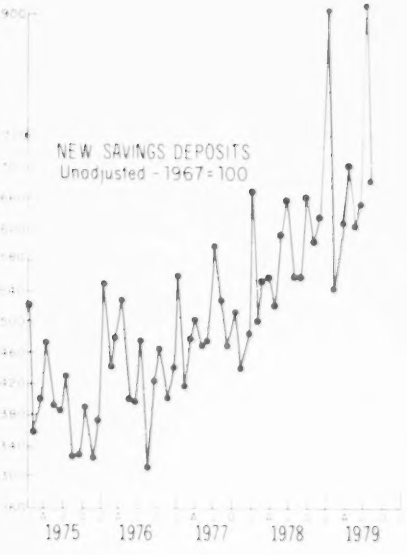
Other Activities

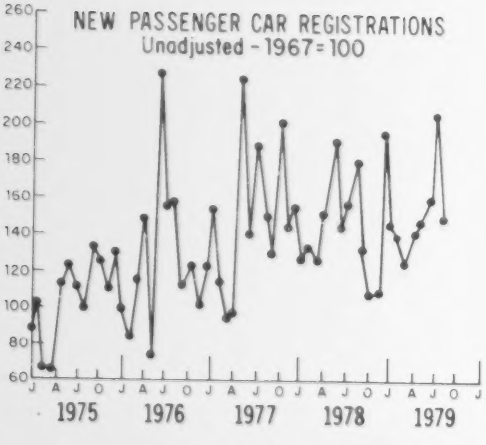
Sales in Georgia

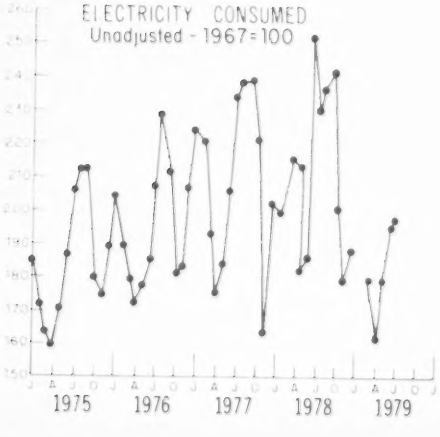
Indexes of Economic Activity in Georgia

BANK DEBITS
SERIES
CANCELLED









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georgia business

january • february 1980

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IN THIS ISSUE

ECONOMIC OUTLOOK GEORGIA 1
John B. Legler

THE GEORGIA STOCK PRICE INDEX 4

TRAVEL BAROMETER 6

THE GEORGIA ECONOMY
Unemployment Rates 7
Consumer Prices 7
Local Business Activity 8
Sales in Georgia 10
Indexes of Economic Activity 11

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Economic Outlook Georgia

John B. Legler

1979 FORECAST PERFORMANCE

1979 was not a good year for economic forecasters as it was characterized by many events which were exceedingly difficult to foresee. The economy was beseiged by energy shortages, rapidly rising energy prices, vacillating monetary policy, and major problems with the dollar in foreign exchange markets. In summary, the concensus forecast for 1979 was far off the mark with respect to inflation, too high on unemployment, and deceptively close on the GNP. *Business Week's* concensus forecast among economists projected a 2.3 percent increase in the real GNP for 1979, and its average of the econometric models surveyed showed a 2 percent rate of increase. While these averages reasonably approximated the economy's performance for the year, they make the forecast appear better than it actually was. On a quarterly basis, the forecast was generally poor. The concensus forecast anticipated a mild down-turn during 1979 with a year-end recovery carrying into 1980. This forecast also anticipated a declining unemployment rate by year's end as well as a gradual decrease in the rate of inflation during the year. Quite obviously, that was not the pattern of the economy during 1979.

Our own forecast for the Georgia economy for 1979 (developed in November of 1978) reflected the same forecasting errors as the national forecasts. Now it appears that—based upon some actual and some preliminary data for 1979—our forecast overstated the rate of real growth in the economy in terms of the gross state product by about 1 percent. Our forecast of the rate of inflation was well below that experienced while our forecast of the unemployment rate was modestly overstated.

THE NATIONAL FORECASTS FOR 1980

A *Business Week* survey in late 1979 showed that most economists forecast a recession in 1980. But unlike 1979, there is substantial disagreement among forecasters this year about the length and severity of the 1980 recession. The average of this latest forecast suggests that the economy is now sliding into a recession which will continue at a moderate rate until about mid-year. While economists project a 3.2 percent average rate of decline for the first quarter of 1980, a significant portion of those surveyed anticipate declines of 5 percent or more while about an equal number expect a decline of 1.5 percent or less. The formal econometric models, on the average, are predicting a decline of 3.6 percent during the first quarter of 1980 but—even among these—the range is substantial (Table 1). Although there is disagreement among the forecasters and the models regarding specific estimates of inflation and unemployment, most forecasters suggest that we can expect little relief with respect to the rate of inflation and most agree that the current 6 percent rate of unemployment will climb steadily to approximately 7.7 percent at the end of 1980.

THE CURRENT NATIONAL OUTLOOK

The Wharton forecast of January 4, 1980 provides the national economic trend data which is used in conjunction with the Georgia model to produce our current forecast. The current Wharton forecast indicates negative growth in constant dollar GNP for the first two quarters of 1980, followed by a very slow upturn in the economy during the second half of the year. On an annual basis, Wharton expects the constant dollar GNP to decline by approximately 0.6 percent. They also anticipate that the high rate of inflation will continue. The consumer price index will reflect the 12 percent inflation rate during 1980, with no relief from the double-digit pace expected until the third quarter. Wharton attributes the improvement in the rate of inflation during the year to moderating oil price increases and interest rate declines. Their forecast indicates that the prime interest rate will decline to about 12 percent by the fourth quarter. It does not indicate however, that we can expect much decline in long-term bond rates. Despite the fact that this is an election year, Wharton is forecasting the unemployment rate to climb, exceeding 7.5 percent by December. The Wharton forecast (which is predicated upon a mid-1980 tax cut of approximately $11 billion for consumers and $1 billion for firms) also indicates that disposable personal income in

Table 1
Economists' and Econometric Models' Forecasts for 1980

	Percent Change in Real GNP Growth			
	I	II	III	IV
Business Week's concensus	-3.2%	-2.5%	0.7%	2.4%
Chase Econometric	-6.1	-1.7	1.1	3.4
Data Resources	-4.6	-2.4	1.7	1.9
Merrill Lynch	-6.0	-4.7	-0.4	4.4
University of Michigan	-0.9	-1.2	-0.4	0.9
Wharton	-2.1	-1.8	0.5	2.8
Average of 9 models	-3.6	-2.2	0.4	2.6

Source: *Business Week*, December 31, 1979, p. 70.

constant dollars will remain approximately the same as in 1979.

The Wharton forecast calls for slow recovery in the economy during 1981. Despite the anticipated increase in real GNP of approximately 2.5 percent, Wharton forecasts that the unemployment rate will continue to move upward during 1981. Specifically, they show an unemployment rate of approximately 7.8 percent. The 1981 forecast is somewhat optimistic with respect to the rate of inflation as they project an annual rate of 9.3 percent (based on the CPI) that will drop to about 8 percent by the third quarter. Thus, with the declining rate of inflation and modest recovery, Wharton anticipates that disposable personal income in constant dollars will increase by approximately 1.7 percent during 1981.

GEORGIA FORECAST HIGHLIGHTS - 1980

Our current forecast reflects growing pessimism concerning the performance of the Georgia economy during 1980. Currently, we expect the rate of growth in real gross state product to be negative by approximately 2.2 percent during the year. However, this does not mean that we expect the Georgia economy to experience negative growth during each quarter of 1980. Rather, it indicates that the decline in the level of real output may be slightly greater in Georgia than that for the nation as a whole. We believe that this is consistent with reasonable expectations regarding the devastating effects of double-digit inflation, and indeed, our current forecast suggests that the rate of inflation for 1980 will be even higher than the 11.2 percent that we forecast in July of 1979. The effects of the double-digit inflation are particularly damaging to the trade sector and only to a lesser extent on the other sectors of the state's economy.

In this regard, we attribute the slight upward revision in the real gross state product for 1979 to greater than anticipated consumer spending during the latter part of the year. While retail sales in Georgia have slowed somewhat in recent months, consumer buying has still exceeded the national growth rate. We anticipate that the greater than expected level of retail sales during the latter part of 1979 will have some unfavorable effects on the growth rate during 1980, however, particularly in the automobile sector.

Our current forecast for 1980 is summarized in Table 3. In nominal terms, we expect the gross state product to increase at an annual rate of approximately 9.6 percent. In real terms, we are currently forecasting a 2.2 percent decline in the gross state product with an anticipated drop in private nonagricultural GSP of approximately 2.5 percent. The current forecast anticipates a decline in manufacturing output in real terms of slightly less than 2 percent. Although we project some slowing in the rate of employment growth, employment opportunities in the state appear to be the one reasonably optimistic trend. While the increase in the number of employed persons is expected to be about 2.7 percent (down from last year's 3.3 percent growth rate) it is positive nevertheless. Although we anticipate that the unemployment rate will increase during the year, we are currently forecasting the unemployment rate in Georgia to be lower than the national average. Nevertheless, the current forecast reflects an upward adjustment in the anticipated unemployment rate of nearly 1 percent.

The GEFP indicates a rate of growth in total personal income of just under 8 percent for 1980. Adjusted for population growth, our current forecast anticipates growth in per capita income of approximately 6.5 percent. Of course, with the expected double-digit inflation rate, the gains in personal income will be offset by the effects of inflation in real terms. Thus, for 1980 we are forecasting a decline both in total personal income and per capita income. For individual consumers in Georgia, we believe that this indicator is particularly important in gauging the performance of the state's economy. The current forecast indicates only a 4.3 percent rate of growth in retail sales during 1980. This seems to be reasonably consistent with our observations on the effects of 1979 retail purchases on sustaining the economic expansion despite all the forecasts of a 1979 recession. In effect, our forecast is consistent with a position that, in anticipation of higher rates of inflation, consumers continued to make purchases during 1979, thereby building up consumer debt and reducing the savings rate to extremely low levels. Although some forecasters are predicting that the savings rate will remain low, we feel that consumers will begin to repay debt and modestly increase the savings rate.

GEORGIA FORECAST HIGHLIGHTS - 1981

Our current forecast of 1981 reflects only modest changes from our July 1979 forecast. In general, the outlook for 1981 suggests modest recovery in the growth rate of real gross

Table 2
Forecast Growth in Constant Dollar GSP

Forecast Date	1980	1981
November 13, 1978	1.4%	
July 27, 1979	−1.3%	2.6%
January 17, 1980	−2.2%	2.7%

state product, and while we expect the rate of inflation to slow somewhat and fall below the double-digit level, we project that the rate of inflation for 1981 will remain in the 9 percent range. In contrast to the Wharton national forecast (which anticipates a continuing rise in the unemployment rate), our 1981 forecast for Georgia suggests that the unemployment rate will drop to approximately its current level. More specifically, we expect the rate of growth in real gross state product during 1981 to be approximately 2.7 percent, with the rate of growth in non-agricultural GSP to be approximately 3 percent. We anticipate that manufacturing output in real terms will recover and increase at a rate of approximately 2 percent during 1981.

Total employment is expected to increase 3.5 percent or at approximately the same rate of growth as experienced during 1979. In addition, growth in total personal income will recover and increase at a rate slightly in excess of 11 percent. Adjusting for population growth, this suggests a 10 percent growth rate in per capita income. At the present time, we foresee a substantial recovery (nearly 13 percent) in the growth rate of retail sales during 1981, despite the fact that we anticipate only relatively modest recovery in real gross state product. The current forecast shows a reversal of the trend in declining total and per capita real personal income that the Georgia economy has experienced during the last year and will continue to experience during 1980. With the decline in the rate of inflation and the recovery in personal income, we project some improvement in the real purchasing power of Georgians during 1981.

CONCLUDING NOTE

Our current forecast for 1980 is hardly encouraging. In fact, although the economy avoided sliding into a recession during 1979 as we had forecast, the higher than anticipated levels of consumer spending combined with the sustained high rates of inflation now seem to be probable causes which will accentuate the state's recessionary problem. Our concluding statement in the July forecast is still relevant. We see little prospect of strong economic growth until the rate of inflation is substantially reduced. In July, we believed that the key to this reduction was tied to productivity improvements rather than continual patchwork adjustments in monetary and fiscal policy. Despite the efforts of the Federal Reserve System during the latter part of 1979, which helped drive interest rates to historic highs, we continue to be skeptical about the effectiveness of these policies.

Table 3
Georgia Annual Forecasting Model
January 17, 1980

Economic Indicator	1979	Forecast 1980	1981
Gross State Product (Bil. Current $)	50.37	55.21	62.02
% Change	13.5	9.6	12.3
Gross State Product (Bil. 1972 $)	29.00	28.35	29.11
% Change	1.6	−2.2	2.7
Private Non-Agricultural GSP (Bil. 1972 $)	24.19	23.59	24.29
% Change	1.7	−2.5	3.0
Manufacturing Output (Bil. 1972 $)	6.20	6.08	6.21
% Change	2.1	−1.9	2.1
Total Employment (Mil.)	2.22	2.28	2.36
% Change	3.3	2.7	3.5
Unemployment Rate (%)	6.2	6.7	6.0
Total Personal Income (Bil. Current $)	39.13	42.23	46.97
% Change	12.3	7.9	11.2
Per Capita Income (Current $)	7,549	8,039	8,825
% Change	10.9	6.5	9.8
Retail Sales (Bil. Current $)	22.50	23.44	26.44
% Change	12.2	4.3	12.8
Rate of Inflation (Annual %)	11.6	12.1	9.4
Population (Mil.)	5.18	5.25	5.32
% Change	1.2	1.4	1.3

Georgia Stock Price Index

As measured by the Dow Jones Industrial Average, the stock market closed 1979 not far from where it started in January. The index, which closed December 29, 1978 at 805.01, ended December 31, 1979 at 838.74, up 33.73 points or 4.19% for the year and up 1.99% over November's figure of 822.35. During 1979, the DJIA ranged from a high of 897.61 in October, to a low of 796.67 on November 7.

The Georgia Stock Price Index also finished 1979 on an optimistic note. The GSPI closed at 1160.547 at the end of December, up 19.06% over the December 1978 closing level of 974.72, and up 2.22% over November's figure of 1135.369. During 1979, the GSPI ranged from a low of 1045.258 in February to a high of 1208.086 in August.

In December, thirteen stocks were up, fourteen were down, and three remained unchanged. The biggest gain was made by Glasrock, up 6.125 or 35.77%. The biggest loss was by E. T. Barwick Industries, down .5 or 50.00%.

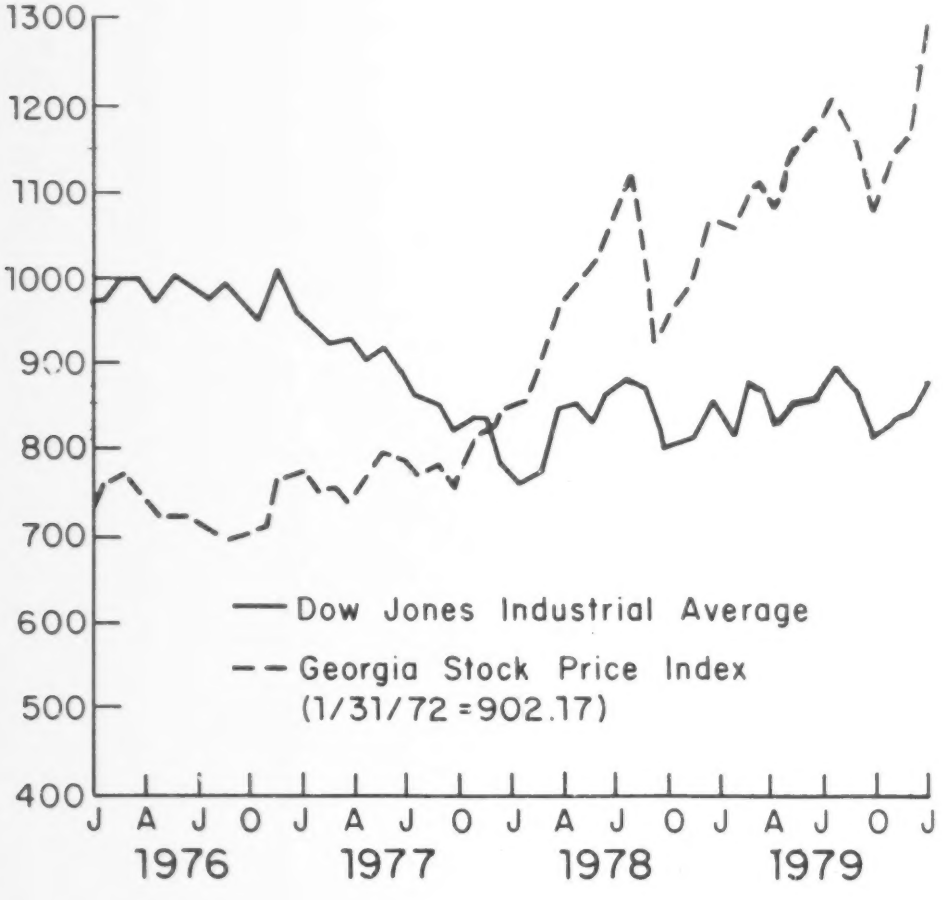
The Dow Jones Industrial Average and the Georgia Stock Price Index both closed up for the month of January. The DJIA ended at 875.85, up 37.11 (4.42%) while the GSPI closed at 1296.389, up 135.42 (11.70%), its highest ever.

Twenty-six of the stocks were up this month with the leading gainers being E. T. Barwick Industries, up .25 (50.00%) to .75; Shaw Industries, up 1.5 (34.28%) to 5.875; and Bibb Company, up 4 (26.23%) to 19.25.

Three stocks closed down slightly with the biggest loser being West Point-Pepperell, down 2.25 (6.34%) to 33.25. One stock, Cagle's, remained unchanged.

Cris Forsthoff

Source: Georgia Economic Forecasting Project



	Georgia Stock Price Index	% Change	Dow Jones Industrial Average	% Change
1978				
January	832.5	- .346	769.92	- 7.369
February	844.232	1.409	742.12	- 3.611
March	899.121	6.502	757.36	2.054
April	954.407	6.149	837.32	10.558
May	985.354	3.243	840.61	.393
June	1004.785	1.972	818.95	- 2.525
July	1052.141	4.713	862.27	5.290
August	1119.187	6.372	876.82	1.687
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December	1160.547	2.217	838.74	1.993
1980				
January	1296.389	11.705	875.85	4.424

Travel Barometer . . .

fall 1979 (september, october, november)

Soaring gasoline prices pushed travel industry sales and receipts up 22 percent this fall. Another positive indicator was the three percent gain in employment despite continued declines in automotive firms. Attraction and welcome center visits were both negative last quarter.

The Industry

Sales and receipts of the Georgia travel industry were just under a billion dollars this fall, up 21.9 percent from 1978. Comparable figures at the national level show increases in sales of only 18 percent with a 19 percent rise in cost of travel. This leaves the nation's travel industry an actual net loss of one percent. Georgia labor figures are not yet available on cost of travel, but historically they are about two percent below the national level. If this trend holds, a rise in travel costs of 17 percent with a 22 percent increase in gross sales would net the Georgia travel industry an enviable 5 percent "real" increase.

On the average, 187,000 employees were listed on travel industry payrolls during the fall of 1979. Employment in eating and drinking places and recreation/amusement places was up 6 and 7 percent respectively, while automotive firms dropped aout 700 employees, mostly service station personnel. Overall, the three percent increase represented about 6,000 travel industry employees.

Attractions and Visits to Welcome Centers

Visitor volume at a sample of Georgia's travel attractions, state parks, historical sites, and national monuments continued a sharp decline. The six million visitors to these places represented a 22 percent decline for the fall season. In general, this trend parallels declines at parks and attractions throughout the nation. On a year-to-date basis, Georgia has fared somewhat better than the fall season indicates. Eleven-month totals for the state project a year-end decline of about 10 percent.

Eight hundred thousand visitors stopped at Georgia's ten welcome centers during the fall of 1979. This was a decline of 14.6 percent, representing less severe cuts in the centers' hospitality program and a substantial increase at the Kingsland Center of 23.6 percent. This data, coupled with other travel indicators, suggests that the traveling public is responding to the publicity launched by state, local, and private sectors to allay gasoline shortage panic.

Polly W. Hein

Table 1. Sales and Receipts, and Employment Estimates Begun in the Travel Industry and Related Fields in Georgia, Fall 1979 With Percentage Changes from Fall 1978

	Sales and Receipts		Employment	
Type of Business	Volume ($000)	Change (%)	Number	Change (%)
Eating/drinking	270,528	21.8	89,088	5.9
Lodging	101,759	16.7	29,937	2.3
Recreation/amusement	18,787	(-.8)	11,908	7.2
Automotive	598,744	26.6	56,008	-1.4
Total	989,818	21.9	186,941	3.1

Source: Georgia Department of Revenue Sales and Use Tax Unit; U.S. Department of Commerce Census of Business, and the Georgia Department of Labor.

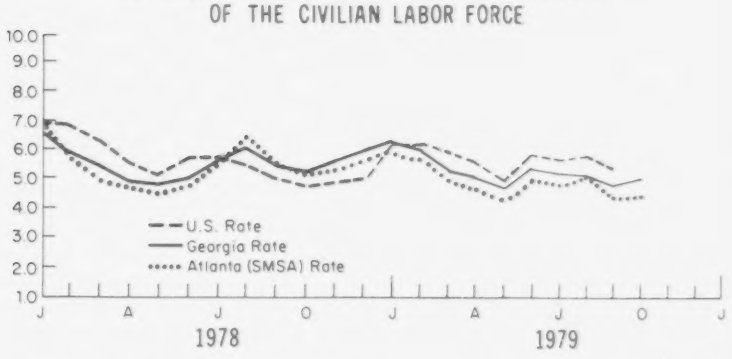
Table 2. Attendance at Selected Travel Attractions in Georgia and Number of Visitors at Georgia Welcome Centers, Fall 1979 With Percentage Changes from Fall 1978

	Attendance		Visitors			Visitors		
Attraction	Number	Change (%)	Center	Number	Change (%)	Center	Number	Change (%)
Historical sites[1]	107,515	- 2.6	Atlanta	16,690	-11.8	Plains	24,695	-27.0
National monuments	462,261	- 7.8	Augusta	66,806	-45.6	Ringgold	187,587	-12.3
Recreation areas[2]	2,435,674	-11.2	Columbus	29,674	-14.9	Savannah	36,846	-37.3
State parks	2,324,066	-34.7	Kingsland	155,292	23.6	Sylvania	23,374	-19.4
Other attractions[3]	695,913	-13.7	Lavonia	114,055	-11.6	Valdosta	150,755	-14.9
Total	6,025,429	-21.9				Total	805,774	-14.6

[1]Sites maintained and managed by the Georgia Historical Commission.
[2]Callaway Gardens, Jekyll Island, Lake Lanier Islands, National Forest recreation, Stone Mountain Park.
[3]Agrirama, J. G. Lowe Birthplace, Little Whitehouse, Rock City, Stone Mountain Game Ranch, Stone Mountain Plantation, Stone Mountain Railroad, Stone Mountain Skylift, Six Flags.

Source: Based on reports from individual attractions and on estimates by the Research Division, Georgia Department of Industry and Trade, through analysis of vehicle counter reports and visitor registration sheets provided by Visitor Information Centers.

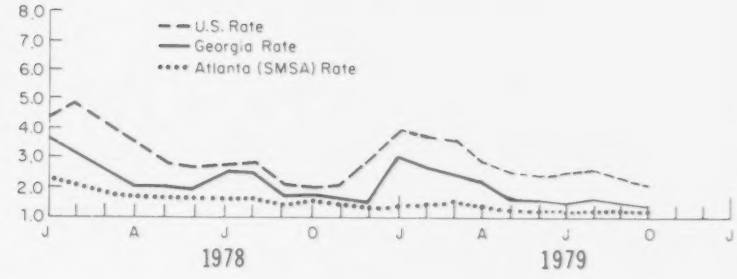
ESTIMATED UNEMPLOYMENT RATE AS A PERCENT OF THE CIVILIAN LABOR FORCE



	U.S. RATE Adjusted	U.S. RATE Unadjusted[1]	GEORGIA RATE (Unadjusted)	ATLANTA RATE (Unadjusted)
1978				
January	6.3	7.0	6.7	6.8
February	6.1	6.9	5.7	5.5
March	6.2	6.6	5.1	5.1
April	6.0	5.8	5.1	4.9
May	6.1	5.5	4.9	4.8
June	5.7	6.2	5.4	5.4
July	6.2	6.3	6.0	5.8
August	5.9	5.8	6.4	6.9
September	6.0	5.7	5.9	5.9
October	5.8	5.4	5.8	5.7
November	5.8	5.5	6.1	5.8
December	5.9	5.6		
1979				
January	5.8	6.4	6.5	6.3
February	5.7	6.4	5.9	5.7
March	5.7	6.1	5.2	4.8
April	5.8	5.5	5.0	4.6
May	5.8	5.2	4.7	4.5
June	5.6	6.0	5.6	5.3
July	5.7	5.8	5.6	4.9
August	6.0	5.9	5.5	5.5
September	5.8	5.6	4.9	4.5
October	—	—	5.1	4.6

[1] For a more meaningful comparison with the Georgia and Atlanta rates, the U.S. unadjusted rate is the one presented in the graph.

INSURED UNEMPLOYMENT RATE



	U.S. RATE	GEORGIA RATE	ATLANTA RATE
1978			
January	4.4	3.67	2.38
February	4.9	3.03	2.13
March	4.2	2.76	2.00
April	3.5	2.39	1.76
May	3.0	2.29	1.76
June	2.8	2.14	1.60
July	3.2	2.84	1.66
August	3.2	2.69	1.74
September	2.6	2.10	1.71
October	2.5	2.36	2.14
November	2.6	2.19	1.76
December	3.2	2.13	1.66
1979			
January	4.0	3.04	1.57
February	3.9	2.83	1.68
March	3.8	2.57	1.74
April	3.1	2.08	1.47
May	2.7	1.75	1.31
June	2.5	1.88	1.22
July	2.7	1.81	1.15
August	2.8	1.88	1.26
September	2.5	1.87	1.29
October	2.3	1.75	1.13

Source: U.S. Department of Labor, Bureau of Labor Statistics; Georgia Department of Labor, Manpower Resources Section.

ATLANTA CONSUMER PRICES
INDEX, 1967 = 100

	U.S.		ATLANTA	
Period	All Items	Food	All Items	Food
1975	161.2	175.4	161.7	181.7
1976	170.5	180.8	169.2	185.8
1977	181.5	192.2	180.6	196.4
1978	203.6	206.3	203.1	211.0
1979				
January	204.7	218.3	—	—
February	207.1	222.4	201.8	226.2
March	209.1	224.4	—	—
April	211.5	226.3	206.7	229.4
May	214.1	228.2	—	—
June	216.6	229.3	212.6	230.3
July	218.9	230.7	—	—
August	221.1	230.2	216.9	235.3
September	223.4	231.0	—	—
October	225.4	232.1	220.8	234.8

	ATLANTA			
Period	Housing	Apparel & Upkeep	Trans-portation	Health & Recreation
1975	167.0	138.7	142.9	158.7
1976	175.8	144.5	154.6	167.7
1977	187.9	154.8	163.1	177.9
1978	201.8	163.7	170.7	—

Local Business Activity

- (BUSINESS DAYS - OCT [illegible] -- [illegible], OCT [illegible] -- [illegible], SEP [illegible] -- [illegible])

AREA[a]	ELECTRICITY CONSUMED		WATER PUMPED, FINISHED				NEW PASSENGER CAR REGISTRATIONS (RE-USE RESTRICTED)				TELEPHONES IN SERVICE	
	SEP [illegible] ([illegible] KWH)	OCT [illegible] ([illegible] KWH)	SEP [illegible] ([illegible] GALS)	OCT [illegible] ([illegible] GALS)	PERCENT[b] CHANGE OCT [illegible]	PERCENT[b] CHANGE SEP [illegible]	SEP [illegible] (NO.)	OCT [illegible] (NO.)	PERCENT[b] CHANGE OCT [illegible]	PERCENT[b] CHANGE SEP [illegible]	SEP [illegible] (NO.)	OCT [illegible] (NO.)
ALBANY			475818	490289	-9	5	432	261	-12	-40	80554	81011
AMERICUS			97280	101620	18	4	132	65	48	-51	16650	16742
ATHENS			398730	417671	1	5	290	148	-36	-49	69302	69768
AUGUSTA			631374	641754	-12	2	909	397	-21	-56	152077	152283
BAINBRIDGE			79450	77545	14	-3	65	32	-24	-49	14600	14638
BRUNSWICK			121431	130959	-49	8	224	130	-24	-42	34789	34744
COLUMBUS	DATA DELAYED		862373	769592	-10	-11	616	431	4	-30	133791	133631
DALTON			1064500	1134814	0	8	280	113	-13	-60	48127	48576
DUBLIN			67897	72551	-8	7	200	63	-37	-68	20799	20845
ELBERTON			39682	41838	-6	5	59	31	-5	-47	10915	10924
GAINESVILLE			341270	325771	4	-5	245	115	-20	-53	43796	43997
GRIFFIN			160334	177135	6	10	155	106	-15	-31	32623	32760
LAGRANGE			171469	171389	-14	0	205	119	24	-42	28007	28012
MACON			706753	718222	-7	2	600	382	4	-36	122049	122179
MOULTRIE	12020	9830	119067	85400	0	-28	150	52	-43	-65	19093	19150
NEWNAN	0	0	81383	85884	-14	5	122	77	-22	-37	22696	22731
ROME	0	0	290190	304190	-2	5	356	179	2	-50	58495	58785
SAVANNAH	201610	168405	681671	708715	2	4	827	454	-19	-45	153432	155967
THOMASVILLE	26406	21705	105375	92942	-12	-14	138	48	-53	-65	21938	21934
VALDOSTA	0	0	140541	144176	-15	3	291	153	-15	-39	44105	44116
WAYCROSS	0	0	82814	85682	-15	4	155	77	4	-50	25828	25850
GEORGIA	(000) 331	(000) 276					25511	12427	-10	-51	(000) 3694[c]	(000) 3706[c]

AREA[a]	SAVINGS AND LOAN ASSOCIATIONS[d] MORTGAGE LOANS CLOSED		NEW SAVINGS AND INVESTMENTS		PERCENT[b] CHANGE OCT [illegible]	PERCENT[b] CHANGE SEP [illegible]	W[e] SEP [illegible] ([illegible])	W[e] OCT [illegible] ([illegible])	INSURED UNEMPLOYMENT WEEKS COMPENSATED		PERCENT[b] CHANGE OCT [illegible]	PERCENT[b] CHANGE SEP [illegible]	INSURED UNEMPLOYMENT PAYMENTS		PERCENT[b] CHANGE OCT [illegible]	PERCENT[b] CHANGE SEP [illegible]
	SEP [illegible] ($000)	OCT [illegible] ($000)	SEP [illegible] ($000)	OCT [illegible] ($000)					SEP [illegible] (NO.)	OCT [illegible] (NO.)			SEP [illegible] ($)	OCT [illegible] ($)		
ALBANY	2714	2491	11531	17877	21	55	96	103	3228	3284	970	2	235134	236770	936	1
AMERICUS	486	408	786	2846	155	275	104	93	568	667	61	17	30271	45805	70	17
ATHENS	2117	2408	5845	7021	17	20	98	99	1189	2033	1302	71	83836	151015	1416	80
AUGUSTA	6051	7496	12741	18402	50	44	93	81	4029	4627	132	15	289365	327500	120	13
BAINBRIDGE	186	439	561	453	0	-19	104	137	852	1047	374	23	65359	76707	425	21
BRUNSWICK	5808	3657	9716	15254	149	57	87	89	985	1378	55	40	72837	101129	73	39
COLUMBUS	2768	4593	18014	18178	6	1	98	119	3800	4871	53	28	258884	331249	62	28
DALTON	2160	1756	4004	9552	68	139	102	71	1370	1982	67	45	102653	150848	75	47
DUBLIN	170	673	579	1774	66	206	148	54	1280	1640	175	28	89991	109860	205	22
ELBERTON	138	120	430	485	126	13	44	73	334	715	74	114	22891	49941	79	118
GAINESVILLE	2586	4557	5657	9956	13	76	94	65	1290	1609	16	25	93744	114808	16	22
GRIFFIN	974	1389	2313	3801	87	64	78	87	1121	1507	0	34	84653	116225	37	37
LAGRANGE	522	836	3256	2730	130	77	102	98	1442	2100	63	46	106086	180108	70	50
MACON	6814	7140	19954	31734	49	59	88	79	2939	5044	1037	34	211147	277935	1107	32
MOULTRIE	757	677	2520	4109	61	77	93	79	622	730	-10	17	41479	49537	-9	19
NEWNAN	1526	1235	1386	2214	64	60	118	96	1145	1462	105	28	89887	113439	122	26
ROME	1597	1529	7591	13000	120	71	83	89	2424	2562	219	6	194246	198474	220	2
SAVANNAH	3843	10046	9370	16625	53	77	117	0	4429	5204	391	20	322000	391465	380	22
THOMASVILLE	654	666	1528	2955	18	53	99	105	911	960	91	5	65515	68015	112	4
VALDOSTA	1293	1265	1971	2770	21	41	90	100	1346	1436	430	7	92186	97309	407	6
WAYCROSS	1877	1295	4706	6772	11	44	89	81	658	1164	40	77	45403	82173	70	89
GEORGIA	132500	166100	347500	547100	50	57	100	90	118001	151821	58	29	(000) 8723	(000) 11318	46	30

*SEPTEMBER WITHDRAWALS AS PERCENT OF SEPTEMBER SAVINGS, OCTOBER WITHDRAWALS AS PERCENT OF OCTOBER SAVINGS.

[a]AREAS- 1) LOCAL POWER AREAS. 2) CITY SYSTEMS. 3) COUNTIES. 4) CITY EXCHANGES. 5) CITIES. 6) COUNTIES.

[b]THE TWO PERCENTAGE CHANGE COLUMNS REPRESENT THE CHANGE 1) IN OCTOBER 1979 FROM OCTOBER 1978, 2) IN OCTOBER 1979 FROM SEPTEMBER 1979.

[c]INCLUDES ONLY SOUTHERN BELL TELEPHONE AND TELEGRAPH AND GENERAL TELEPHONE OF THE SOUTHEAST.

[d]98 ASSOCIATIONS IN GEORGIA IN OCTOBER 1979.

SOURCE- 1) POWER COMPANIES AND CITY ENGINEERS. 2) CITY ENGINEERS. 3) COURTESY OF R. L. POLK AND CO. RE-USE ONLY BY PERMISSION OF R. L. POLK AND COMPANY. 4) TELEPHONE COMPANIES. 5) FEDERAL HOME LOAN BANK OF ATLANTA, GEORGIA. 6) GEORGIA EMPLOYMENT SECURITY AGENCY, DEPARTMENT OF LABOR.

The Atlanta Area

ACTIVITY AND AREA[a]	SEP	OCT	PERCENT CHANGE[b] OCT	SEP
1. Electricity Consumed (000 KWH)				
Atlanta				
Decatur				
Marietta				
2. Savings and Loan Associations[d]				
Mortgage Loans Closed ($000)				
Atlanta	$4629	$5129		+8
Decatur	$2068	$2867		+39
New Savings and Investments ($000)				
Atlanta	110	94	$1001	($677)	-63	--
Decatur	109	92	$758	($535)	-49	-71
3. Telephones in Service				
Atlanta	922326	923580	.2	.0

ACTIVITY AND AREA[a]	SEP	OCT	PERCENT CHANGE[b] OCT	SEP
4. Water Pumped (000 Gallons)				
Atlanta				
Retail Count	1708555	1771005	+5	4
5. New Passenger Car Registrations**				
(Series restricted)				
Clayton County	850	398	-9	-24
Cobb County	2093	824	-18	-50
Fetaid County	3232	1404	-16	-24
Fulton County	3351	2021	-29	-40
Gwinnett County	975	565	11	-48
6. Insured Unemployment, Perm Compensated				
Atlanta SMSA				
(9 counties)	338.1	42020	140	20
Payments ($)				
Atlanta SMSA				
(9 counties)	1433221	3351161	139	31

FOOTNOTES AND SOURCE NOTES ON PRECEDING PAGE.

**COURTESY OF G. T. POLK AND CO. -RE-USE ONLY BY PERMISSION OF G. T. POLK AND CO.

Other Activities

ADVERTISING LINAGE (000) – CITIES

	NUMBER OF PAPERS REPORTED	SEP	OCT	PERCENT CHANGE[b] OCT	SEP
ALBANY	1	2167	2280	5	-5
AMERICUS	1	371	431	16	22
ATLANTA	2	0	0	-100	-100
COLUMBUS	1	1802	1704	-5	-5
DUBLIN	1	724	734	1	10
GAINESVILLE	1	1330	1426	7	10
MACON	1	1952	2088	+7	7
ROME	1	970	1092	13	13
WAYCROSS	1				

SOURCE: LOCAL NEWSPAPERS.

NONAGRICULTURAL EMPLOYMENT – STANDARD METROPOLITAN AREAS

	SEP	SEP	AUG	PERCENT CHANGE[b] SEP	AUG
MANUFACTURING HOURS AND EARNINGS					
AVERAGE WEEKLY HOURS					
ATLANTA	40.2	38.8	40.3	-3	-1
SAVANNAH	44.0	44.8	43.6	0	1
GEORGIA	40.7	40.4	40.8	1	0
AVERAGE HOURLY EARNINGS ($)					
ATLANTA	6.22	5.86	6.00	-5	-1
SAVANNAH	7.00	6.41	6.28	10	2
GEORGIA	5.42	4.95	5.20	9	4

BUILDING AUTHORIZED ($000) – CORPORATE LIMITS OF COUNTIES AND CITIES

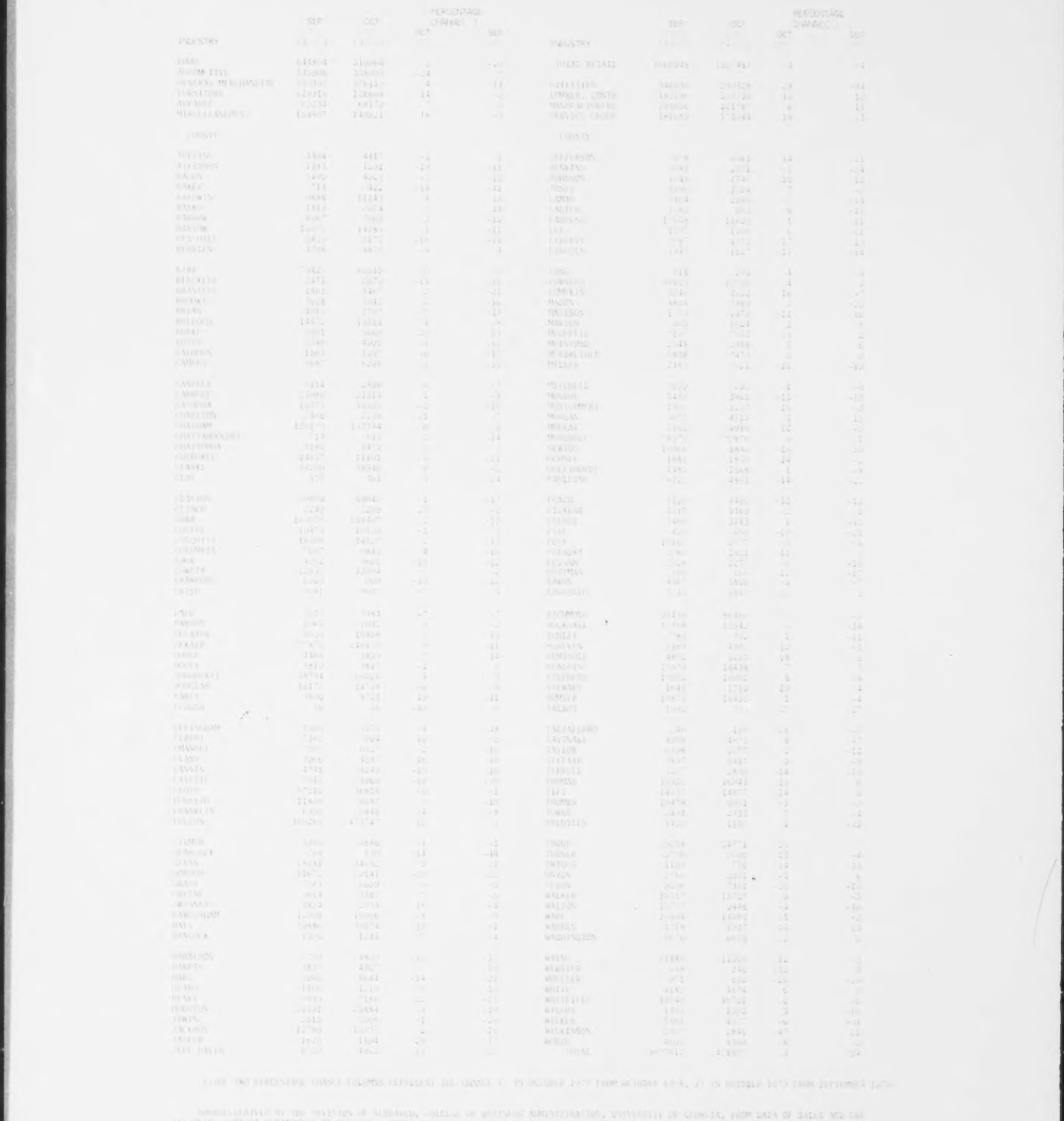
	RESIDENTIAL UNITS SEP	OCT	RESIDENTIAL VALUE SEP	OCT	ALL BUILDING VALUE OCT	OCT	SEP
COUNTIES (also see Cities)							
CHATHAM	55	40	1925	1977	2757	3356	2011
CLAYTON	59	95	1861	3150	5725	5654	2382
COBB	307	334	9150	9868	15908	10834	10091
DEKALB	128	327	3051	8311	13866	13314	27127
DOUGHERTY	27	15	1022	638	1056	842	1286
FULTON	85	403	5917	12605	18206	7207	17488
GLYNN	22	48	881	1550	1844	2354	947
GWINNETT	454	405	16438	16033	14823	13765	17191
RICHMOND	133	81	2706	498	1917	1765	3487
CITIES							
ALBANY	169	15	4131	481	4250	44354	4645
AMERICUS	5	5	87	118	150	42	187
ATHENS	62	151	1675	2929	3775	3081	2168
ATLANTA	55	72	1561	4054	15351	9270	8000
AUGUSTA	5	15	57	310	758	531	586
BAINBRIDGE	21	1	280	127	172	612	350
BRUNSWICK	0	3	0	44	573	139	337
COLUMBUS-MUSCOGEE	33	43	1351	1835	3018	3087	1798
DECATUR	0	0	0	0	116	135	162
DUBLIN	31	21	638	411	505	297	707
ELBERTON	0	0	0	0	24	65	13
GAINESVILLE	7	12	200	721	1023	869	853
LAGRANGE	125	5	2036	182	944	530	2661
MACON-BIBB	50	112	1178	3624	22581	2808	2049
MARIETTA	10	26	327	807	2104	1247	3026
ROME	2	6	110	164	2915	772	1661
SAVANNAH	118	3	2192	98	11524	4000	3850
THOMASVILLE	2	5	55	190	565	607	602
VALDOSTA	16	11	536	387	870	870	834
WARNER ROBINS	14	22	448	610	1206	616	489
WAYCROSS	4	2	153	60	421	191	278

SOURCE – THE UNITED STATES BUREAU OF THE CENSUS (FROM LOCAL ISSUING OFFICIALS).

NUMBER OF WORKERS	SEP	NET CHANGE FROM SEP	AUG
ALL EMPLOYMENT			
ALBANY	43700	1800	0
ATLANTA	666700	11200	11500
AUGUSTA	121300	1100	600
COLUMBUS	82100	1500	-300
MACON	84500	-1300	-400
SAVANNAH	83700	-1400	-600
GEORGIA	2022100	20100	6800
CONTRACT CONSTRUCTION			
ALBANY	3600	200	-400
ATLANTA	47700	-2000	-1100
AUGUSTA	6800	-600	0
COLUMBUS	4600	-700	-500
MACON	4300	-500	-100
SAVANNAH	4400	-2000	-200
GEORGIA	93300	-5900	-500
MANUFACTURING			
ALBANY	11500	1200	100
ATLANTA	135700	1200	6100
AUGUSTA	36400	400	0
COLUMBUS	20700	900	-200
MACON	14800	-1100	-200
SAVANNAH	16000	-200	600
GEORGIA	521100	4000	5600
TRADE			
ALBANY	9400	0	300
ATLANTA	238000	-600	2100
AUGUSTA	24900	0	300
COLUMBUS	17100	-200	-200
MACON	19300	-300	-100
SAVANNAH	19000	300	-100
GEORGIA	464100	4100	900

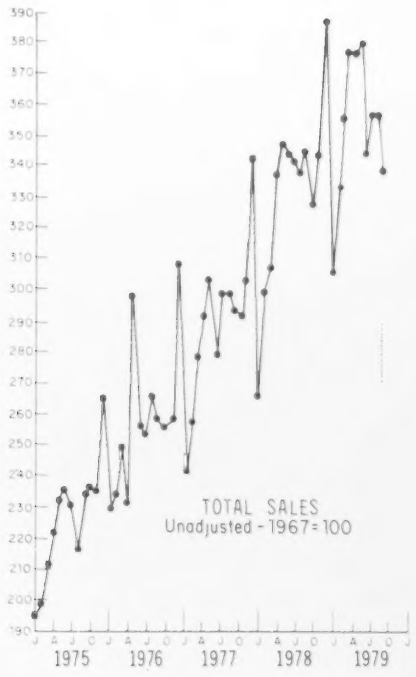
SOURCE – GEORGIA EMPLOYMENT SECURITY AGENCY, DEPARTMENT OF LABOR.

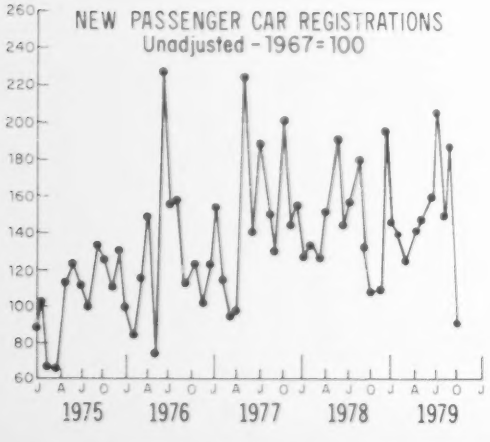
Sales in Georgia

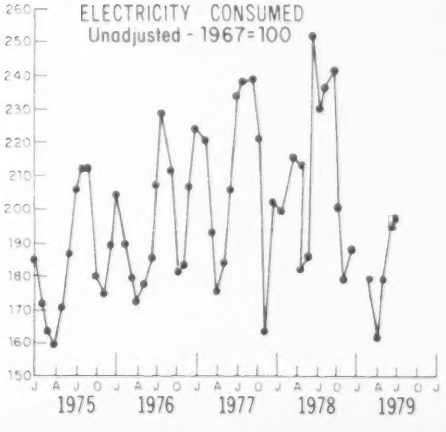


Indexes of Economic Activity in Georgia

BANK DEBITS
SERIES
CANCELLED







Index

Volumes 35-39 (January 1975 - December 1979)

Volume and issue numbers indicated at end of each entry.

Agriculture and business
- Georgia's competitive position in American agriculture FC White WN Musser 36:6

Banking
- Banking trends in Georgia CD Clement 35:3
- Development and future of Georgia's savings and loan associations D Johnson EB Selby, Jr. 37:1
- Multi-bank holding company issue in Georgia EB Selby, Jr. 36:1
- New life for Georgia's savings and loans EB Selby, Jr. 39:4
- Problem and failed banks: examining the issues JF Sinkey, Jr. 37:5
- Some issues in monetary policy JD Verbrugge 35:1

Business, general
- Corporate America and the new negativism VE Jordan, Jr. 38:6
- Environmental concern and business organizations: a survey AG Kefalas AB Carroll 35:1
- Georgia citizens panel WD English 37:1
- Occupational safety: an industry viewpoint JC Brooks 37:6
- SBDC—a helping hand for small business T Carpenter-Smith 38:5

Business law
- Changing face of antitrust DR Kamerschen 37:4
- Proposed freeport law: an incentive for economic growth GD Rogers 35:4

Business taxes
- Business taxes in Georgia CL Walker CD Billings 39:1
- Viewpoint: a business perspective on Georgia's tax structure CH Biron 36:1

Consumer prices
- Trends in consumer prices JB Legler 35:2

Economic development *Also see* Gross state product
- The changing south: where are the most profitable markets? R Kolgraf GW Miller 39:5
- Economic growth for Georgia: the business viewpoint JD Edwards 36:4
- Georgia's gross state product 1950-1974 AW Niemi, Jr. 35:2
- Georgia's gross state product 1950-1975 AW Niemi, Jr. 36:5
- Growth and change in the Georgia economy CF Floyd 35:3
- Planning economic growth for Georgia PF Wendt 36:3

Economic forecasts *Also see* Economic development
- Economic outlook Georgia JB Legler 35:2,4,6 36:2,4,6 37:2,6 38:2,4,6 39:2,4
- Economic outlook: perspective on 1976 JL Green 35:6
- Economic outlook at mid-year JL Green 37:3
- Economic outlook for 1978 JL Green 38:1

Economic history
- A fifty-year economic history of the South, part I AW Niemi, Jr. 38:3
- A fifty-year economic history of the South, part II AW Niemi, Jr. 38:4

Georgia areas *Also see* Income
- Local business activity, annual summary
  - 1973 and 1974 35:2
  - 1975 36:2
  - 1976 37:2
  - 1977 38:2
  - 1978 39:2
- Local business activity, monthly all issues

Gross state product
- Georgia's gross state product 1950-1974 AW Niemi, Jr. 35:2
- Georgia's gross state product 1950-1975 AW Niemi, Jr. 36:5

Income
- Personal income in Georgia 35:5
- Personal income estimates for Georgia counties AW Niemi, Jr. 36:3
- Personal income estimates in Georgia 38:2
- Total and per capita personal income estimates in Georgia counties, 1976-1977 39:6

International trade
- International trade and small business AG Kefalas 39:3

Stock price index
- The Georgia stock price index J Chandler JB Legler 38:1
- Stock price index, commentary and graphs 38:4,5 39:1-6

Travel industry
- Georgia travel barometer 35:3,4,6 36:1,3,4,6 37:1,3,4,6 38:2,3,4,6 39:1,3,4,6
- Surprising state of Georgia PW Hein 38:2
- Travel industry challenge PW Hein 39:2
- Travel research in progress 38:2 39:6

Unemployment
- Unemployment rates as economic indicators NA Beadles 35:4
- Unemployment statistics NA Beadles J Stone 38:3

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IN THIS ISSUE

COMPUTERS, MANAGERS AND DECISION-MAKING 1
Irwin Kruger and Harold Strauss

TRAVEL BAROMETER 3

THE GEORGIA STOCK PRICE INDEX 4

THE GEORGIA ECONOMY
Local Business Activity 6
Sales in Georgia 10
Unemployment Rates 11
Consumer Prices 11
Indexes of Economic Activity 12

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Computers, Managers, and Decision Making

Irwin Kruger and Harold Strauss

Because organizations exist within—and are to some extent shaped by—society, they must be capable of responding to the demands which that society imposes. As society and most of its institutions are changing rapidly, organizations and managers must accelerate their decision-making processes accordingly. The outcome of these decisions, which must be made more rapidly than in the past, will determine the success or failure of the organization.

A competent manager makes decisions based upon his knowledge, experience, and the information available to him. Of course, the latter will vary in quality and quantity from company to company and sometimes even within the same organization. Consequently, the organization with a more effective management information system will presumably be in a more favorable position to make correct decisions. The role of the computer, then, is to assist management in its decision-making activities, and the extent to which this is accomplished will be determined by the appropriateness of the decisions made and will vary with the sophistication of the individual system in each organization.

Everyone makes daily decisions. The manager, however, must make some that will influence the organization's achievement of its goals. His attainment of these goals will reflect his decision-making ability. In his discussion of the impact of technology on decision-making, Brady describes five basic steps in the decision-making process to which top management adheres. These are:

1. Identification of a possible problem or opportunity which may require a decision by top management.
2. Analysis of the situation to define more precisely the nature and priority of the problem or opportunity that has been identified.
3. Definition of one or more courses of action which might resolve the problem or capitalize on the opportunity.
4. Evaluation of the possible alternative courses of action to determine the advantages, disadvantages, and effects of each.
5. Selection, by appropriate authority, of the course of action to be taken.[1]

He also found that middle and top management could perform the first four steps but the fifth (selection of the course of action) invariably was performed by the top level.

Other experts use decision-making as though it were synonymous with managing. Simon, for instance, thinks decision-making consists of three principal phases: "... finding occasions for making a decision; finding possible courses of action; and choosing among courses of action."[2] He labels the first phase intelligence activity, that is, the search by executives for conditions in the environment calling for a decision. The second phase, design activity, consists of inventing, developing and analyzing possible courses of action. The third—choice—refers to the selection of a particular course of action from those available. He adds that executives will generally spend more of their time in the phases of intelligence and design and comparatively little time in choice activity.

On the other hand, Rowe finds that managers spend half their time with other managers or subordinates, and the remaining time equally devoted to planning and analysis and evaluation of information. Again, the actual decision is the smallest element of the process.[3]

THE ROLE OF COMPUTERS

In the past, the computer was viewed as a super calculator capable of replacing clerical staff who processed routine information. The trend in recent years, however, views it not only as an instrument for processing data but as an aid to managerial decision-making. It would seem that managers would desire a direct involvement with the computer. However, in his studies of organizations, Brady found no instance in which top management directly used the computer in decision-making. Furthermore, he rarely found any instance where computer-dispensed information was received by the manager except for occasions where lower line and staff managers presented information in this form as support for analysis of recommendations. Thus Brady concludes, "... if the computer has had any impact on the top management's decision-making process in the companies studied, the effect has not been directly on them, but on the

Irwin Kruger is associate professor of management science at the University of Miami, and **Harold Strauss** is professor of business management and organization at the University of Miami.

manner in which middle managers are contributing to top management decision-making."[4] We should examine, therefore, the influence of the computer on middle management.

Brady found that middle management used the computer more frequently to analyze the situation than to identify problems or opportunities, and more to identify the problem than to evaluate possible courses of action. As a consequence, computer use by middle management allowed top level executives to make some decisions at an earlier date; gain time in which to consider these decisions; and consider more thorough analysis of some situations. Further, it allowed them to review several courses of action before deciding what to do, and gave them time to analyze the impact that recommended courses of action would have on the problem or opportunity identified.

COMPUTERS AND DECISION-MAKING

Since computers have the greatest influence on middle management decision-making, many middle managers fear displacement in the organization. However, one analyst deems this to be in part, at least, an illusory loss.[5] Another common fear is that middle management would lose the opportunity to make discretionary and judgement decisions. Further, it was believed that computerized operational systems would incorporate decision rules that could eventually replace the middle manager. Brink[6] has found evidence to the contrary. Others have suggested that while certain kinds of decisions can be readily adapted to the computer, those decisions involving particular situations (e.g., poorly structured problems with ambiguities or those with political considerations), still depend more on the human mind and less on machines.[7]

Though it would seem logical that the computer has the potential to take over many of the routine tasks of middle management, there is no evidence that this group is being eliminated or financially downgraded as a result. However, one observer noted that, in some cases, it appeared that managers were being retained only to prevent opposition to the EDP changeover.[8] And while some feel that the computer can already make as good a decision as a typical middle manager, the point is that it cannot make the perceptual observations about people that a manager can make.

Another area involving managers is the centralization or decentralization of decision-making brought about by the computer. Since it has the capability to supply information of greater depth and quality on a more timely basis, computer use makes possible more analysis, planning, and control at the central headquarters level. As computer technology increases, so will this capability, which makes the issue of centralization/decentralization in decision-making germane to this discussion.

Vergin[9] notes that much of the decentralization of the 1950s was negatively perceived because centralized management styles became ineffective as corporations became more complex. The advent of the computer with its ability to synthesize data changed this attitude. Of the firms studied, all but one experienced either a major move toward physical centralization or the elimination of the need for decentralization. In addition, the cost pattern of computerized systems reinforced the trend toward centralized data processing which, in turn, caused some accompanying centralization of decision-making simply because of data proximity.

Conversely, Brink describes various factors that oppose the centralization of decision-making. He suggests:

> In the first place, business is complex and it is extremely difficult from both a technical and economic standpoint to develop systems and programs which can satisfactorily cope with the complicated operations. Additionally, the trend of the times in a competitive sense is for the development of products and services which both in terms of technology and economic justification makes centralized direction and control all the more difficult and impractical.[10]

Still the question of decentralized decision-making by managers throughout the organization remains an open one, for there are factors that encourage the centralization of decision-making and factors that oppose it. The extent to which these factors influence management will determine the character and direction of the organization's decision-making process.

SUMMARY

The evidence suggests that computers have had little effect on top management decision-making as top management has had little or no direct contact with computers or the information they produced. Middle management seems to have been most affected. Research in this area shows that middle managers use computers more frequently and express more fear of being replaced by them. However, the evidence indicates that this fear is largely unfounded. Decision-making will remain largely decentralized although some of the facts are to the contrary. There is little question that the computer has had a significant impact on managerial decision-making. Its ability to provide managers with important decision-making information more quickly than any other system or device known ensures it an expanding role in the organizational decision-making process.

FOOTNOTES

1. William C. House, ed., *The Impact of Information Technology on Management Operations* (Princeton: Auerbach Publishers, 1971), p. 289.
2. Herbert A. Simon, *The Shape of Automation* (New York: Harper and Row, 1965), p. 54.
3. Alan J. Rowe, "Management Decision-Making and the Computer," *Management International*, Issue 2, 1962, pp. 9-22, cited by William T. Greenwood, *Decisions Theory and Information Systems* (Cincinnati: South-Western Publishing Co., 1969), p. 741.
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5. Charles A. Myers, ed., *The Impact of Computers on Management* (Cambridge, Mass.: M.I.T. Press, 1967), p. 229.
6. Victor Z. Brink, *Computers and Management: The Executive Viewpoint* (Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1971), p. 48.
7. Allan Easton, *Complex Managerial Decisions Involving Multiple Objectives* (New York: John Wiley & Sons, Inc., 1973), p. 360.
8. Roger C. Vergin, "Computer-induced Organizational Changes," *MSU Business Topics*, Summer 1967, pp. 61-68, cited by William C. House, p. 185.
9. Vergin, pp. 185-186.
10. Brink, pp. 59-60.

Travel Barometer . . .

annual 1979

The Georgia travel industry ended 1979 on a positive note with increased sales and receipts of 17.2 percent and employment up 3.8 percent. Highway travel declined about 2 percent and the effects are seen in decreased visits to attractions and welcome centers.

The Industry

Gross sales and receipts of travel-serving firms totaled $5.6 billion in 1979, up 17.2 percent ($820 million) over 1978. The cost of travel in Georgia rose 10.8 percent last year, a real gain of 6.4 percent. By comparison, travel sales reported for the U.S. rose 19.2 percent, although escalating costs netted the industry a 2.7 percent loss.

Another interesting comparison is the cost of travel compared with the Consumer Price Index for the state. In 1979 the CPI stood at 12.3 percent, compared with travel cost increases of 10.8 percent. Nationwide, the opposite relationship existed between the two indices. The Travel Price Index—estimated by the U.S. Travel Data Center for the nation—rose 21.9 percent while the Consumer Price Index went up only 13.3 percent. Overall, travel industry employment rates were positive, up 3.8 percent for the year. Preliminary estimates show that 186,000 employees were on travel industry payrolls that totaled more than $1 million.

Attractions and Welcome Centers

With the decline in highway travel, visits to Georgia travel attractions dropped 10.7 percent, while visits to welcome centers declined 23 percent. The most noticeable decrease was in state park visits. However, there is a more optimistic outlook for 1980, as the South continues to be one of the most popular vacation destinations in the nation. In addition, new non-stop air routes between European capitals and Atlanta should contribute to an increase in foreign visitors.

Polly W. Hein

Table 1. Sales and Receipts, and Employment Estimates for the Travel Industry and Related Fields in Georgia, 1979 With Percentage Changes from 1978

	Sales and Receipts		Employment	
Type of Business	Volume ($000)	Change (%)	Number	Change (%)
Eating/drinking	1,553,935	14.0	42,703	-2.3
Lodging	579,294	8.3	88,164	6.7
Recreation/amusement	123,406	8.0	29,681	3.2
Automotive	3,332,135	21.0	13,626	4.5
			11,627	7.9
Total	5,588,770	17.2	185,801	3.8

Source: Georgia Department of Revenue Sales and Use Tax Unit; U.S. Department of Commerce Census of Business; and the Georgia Department of Labor.

Table 2. Attendance at Selected Travel Attractions in Georgia and Number of Visitors at Georgia Welcome Centers, 1979 With Percentage Changes from 1978

	Attendance		Visitors			Visitors		
Attraction	Number	Change (%)	Center	Number	Change (%)	Center	Number	Change (%)
Historical sites[1]	292,119	- 6.2	Atlanta	70,494	-29.0	Plains	134,598	-48.4
National monuments	2,036,472	- 6.6	Augusta	488,477	-25.6	Ringgold	930,805	-18.3
Recreation areas[2]	10,667,623	- 2.9	Columbus	141,588	-36.0	Savannah	237,964	-31.3
State parks	11,711,478	-18.3	Kingsland	862,983	-22.0	Sylvania	103,536	-36.5
Other attractions[3]	3,850,515	-11.0	Lavonia	518,818	-18.0	Valdosta	1,202,285	-17.1
Total	28,558,207	-10.7				Total	4,691,548	-22.8

[1]Sites maintained and managed by the Georgia Historical Commission.
[2]Callaway Gardens, Jekyll Island, Lake Lanier Islands, National Forest recreation, Stone Mountain Park.
[3]Agrirama, J. G. Lowe Birthplace, Little Whitehouse, Rock City, Stone Mountain Game Ranch, Stone Mountain Plantation, Stone Mountain Railroad, Stone Mountain Skylift, Six Flags.

Source: Based on reports from individual attractions and on estimates by the Research Division, Georgia Department of Industry and Trade, through analysis of vehicle counter reports and visitor registration sheets provided by Visitor Information Centers.

Georgia Stock Price Index

The Dow Jones Industrial Average and the Georgia Stock Price Index were both down for the month of February. The DJIA ended at 854.44, down 21.41 (2.44%) from January's figure of 875.85. The GSPI declined 64.73 (9.35%) from 1296.389 in January to 1175.126 for February.

Twenty-one of the twenty-eight stocks were down this month with the biggest losers being Republic Airlines, down 2.95 (22.22%) to 10.332; Savannah Foods, down 4.0 (19.51%) to 16.5; and Genuine Parts, down 4.375 (17.77%) to 20.25.

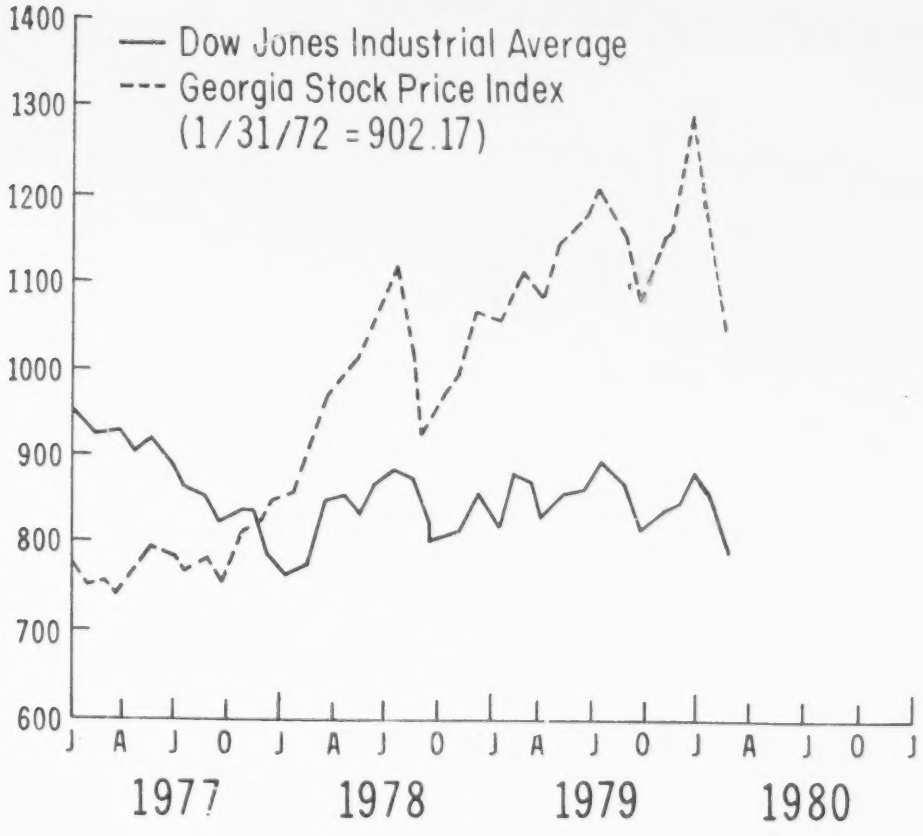
Of the six stocks that were up, Cotton States was the biggest gainer, moving up 5.589 (9.80%) to 62.901. The remaining stock, Bibb Company, remained unchanged.

Both indices continued to decline in March. The GSPI dropped to 1047.485, down 127.64 (10.86%), its lowest point since February 1979. The DJIA ended March at 785.75, down 68.69 (8.04%).

March was also not a good month for the stocks in the Georgia index. Twenty-six of the twenty-eight stocks declined, with the biggest losers being Central Soya, down 6.5 (37.68%) to 10.75; Fuqua Industries, down 5.5 (27.5%) to 14.5; and Bibb Company, down 6.25 (37.66%) to 12.0. The only gainers were Genuine Parts, up 2.625 (12.96%) to 22.875; and Cagle's, up 1.375 (28.95%) to 6.125.

Cris Forsthoff

Source: Georgia Economic Forecasting Project



	Georgia Stock Price Index	% Change	Dow Jones Industrial Average	% Change
1978				
January	832.5	- .346	769.92	- 7.369
February	844.232	1.409	742.12	- 3.611
March	899.121	6.502	757.36	2.054
April	954.407	6.149	837.32	10.558
May	985.354	3.243	840.61	.393
June	1004.785	1.972	818.95	- 2.525
July	1052.141	4.713	862.27	5.290
August	1119.187	6.372	876.82	1.687
September	1096.719	- 2.008	865.82	- 1.255
October	910.496	-16.98	792.45	- 8.474
November	949.374	4.270	799.03	.830
December	974.722	2.670	805.01	.748
1979				
January	1049.98	7.721	839.22	4.250
February	1045.258	- .450	808.82	- 3.622
March	1096.13	4.870	862.18	6.600
April	1111.933	1.442	854.90	- .844
May	1088.626	- 2.0961	822.33	- 3.8098
June	1131.858	3.971	841.98	2.389
July	1179.276	4.189	846.42	.527
August	1208.086	2.548	887.63	4.868
September	1169.564	- 3.189	878.58	- 1.020
October	1097.041	- 6.201	815.70	- 7.157
November	1135.369	3.494	822.35	.815
December	1160.547	2.217	838.74	1.993
1980				
January	1296.389	11.705	875.85	4.424
February	1175.126	- 9.354	854.44	- 2.444
March	1047.485	-10.862	785.75	- 8.039

Local Business Activity

(BUSINESS DAYS - DEC [illegible] -- [illegible], DEC [illegible] -- [illegible], NOV [illegible] -- [illegible])

AREA[a]	ELECTRICITY CONSUMED				WATER PUMPED, FINISHED				NEW PASSENGER CAR REGISTRATIONS (RE-USE RESTRICTED)				TELEPHONES IN SERVICE	
	NOV [illegible] (000 KWH)	DEC [illegible] (000 KWH)	PERCENT CHANGE[b] DEC	NOV	NOV [illegible] (000 GALS)	DEC [illegible] (000 GALS)	PERCENT CHANGE[b] DEC	NOV	NOV [illegible] (NO.)	DEC [illegible] (NO.)	PERCENT CHANGE[b] DEC	NOV	NOV [illegible] (NO.)	DEC [illegible] (NO.)
ALBANY	5985[c]	81828	6	-7					135	145	-7	261	81266	81846
AMERICUS	13167[c]	13949	13	6	91900	90741	30	-1	32	37	16	87	16774	16795
ATHENS	62831	63119	-1	0	532537	532540	-7	12	15	161	93	73	89973	89935
AUGUSTA	208943	210863	-1	1	593905	593083	0	0	307	567	-2	340	152770	153174
BAINBRIDGE	26992	29779	14	10	58603	55135	-17	-5	29	42	-50	114	14603	14720
BRUNSWICK	71991	75386	881	5	131142	136106	-27	37	59	246	-2	317	34028	34062
COLUMBUS	117382	116462	56	-1	73957[c]	71293[c]	2	-4	312	288	-20	88	122769	123146
DALTON	4551	5268	6	16	978340	982673	-10	0	69	287	-11	316	18716	18721
DUBLIN	16451	17197	3	5	61792	62103	1	1	31	123	-23	329	20863	20888
ELBERTON	3115	3439	10	10	36246	36327	-3	-2	2	84	300	4200	10978	11020
GAINESVILLE	38326	39768	2	3	300917	297896	9	-1	63	228	-11	338	44097	44319
GRIFFIN	13668	12631	1	-8	161219	158845	3	-2	26	171	31	365	32833	32888
LAGRANGE	18763	15851	-12	-16	158346	156501	-9	-2	68	214	34	415	27978	28082
MACON	101478	106018	-1	-1	699907	71886[c]	10	4	159	28	-12	419	122401	122679
MOULTRIE					50643				18	110	14	561	10141	10196
NEWNAN	9357	9257	-5	0	91447	91047	3	-2	30	160	-9	544	22801	22919
ROME	54359	54964	4	1	587080	587760	3	1	58	413	10	612	58772	58926
SAVANNAH	165909	169156	5	2	642318	664225	9	3	166	665	3	573	153671	154437
THOMASVILLE	19458	19305	6	-1	94510	92169	-2	-2	31	167	-1	439	21802	22006
VALDOSTA	28084	29779	9	6	134300	130090	-11	-3	90	241	-8	166	44287	44369
WAYCROSS	19066	20270	9	12	76312	79391	-6	4	42	139	-11	219	25044	26023
	(000)	(000)											(000)	(000)
GEORGIA	1459	1632	6	11					6890	26183	-2	261	3710[d]	3730[d]

AREA[a]	SAVINGS AND LOAN ASSOCIATIONS[d] MORTGAGE LOANS CLOSED				NEW SAVINGS AND INVESTMENTS				W/D	W/D	INSURED UNEMPLOYMENT WEEKS COMPENSATED				INSURED UNEMPLOYMENT PAYMENTS			
	NOV [illegible] ($000)	DEC [illegible] ($000)	PERCENT CHANGE[b] DEC	NOV	NOV [illegible] ($000)	DEC [illegible] ($000)	PERCENT CHANGE[b] DEC	NOV	NOV [illegible] (%)	DEC [illegible] (%)	NOV [illegible] (NO.)	DEC [illegible] (NO.)	PERCENT CHANGE[b] DEC	NOV	NOV [illegible] ($)	DEC [illegible] ($)	PERCENT CHANGE[b] DEC	NOV
ALBANY	2153	1335	62	101	16592	17599	-5	-18	95	101	791	1018	1088	1	227146	219497	1105	-11
AMERICUS	388	381	-49	-2	1134	837	-1	-26	95	100	336	1332	-208	149	88264	92136	240	59
ATHENS	1737	1350	-26	-22	7341	7601	-10	57	83	122	2239	2249	1319	0	160439	162252	61	-6
AUGUSTA	6324	2699	-56	-57	17566	6971	-11	-16	87	103	9715	9003	143	9	2931[illegible]	3044[illegible]	309	128
BAINBRIDGE	177	99	-88	-69	1154	1167	-51	-15	114	169	1951	1789	943	30	66505	97770	605	47
BRUNSWICK	3405	1488	-19	-56	9422	9474	-5	-11	102	84	3964	4115	-21	5	79995	78655	-11	0
COLUMBUS	2022	1337	-50	-34	16141	17952	-1	-1	97	106	4139	3637	30	13	274339	316821	35	14
DALTON	1400	1960	-24	32	3827	3219	-13	-14	82	114	2138	2509	35	16	163875	185507	52	13
DUBLIN	305				1297						3885	2552	99	-28	109012	91739	68	-15
ELBERTON	200	127	-19	-36	205	112	102	104	210	70	791	990	126	24	53069	68172	160	28
GAINESVILLE	2581	1185	-24	-54	7456	6405	16	-14	80	101	1777	2622	93	90	87723	202020	115	107
GRIFFIN	857	512	-75	-63	2089	2296	29	71	99	109	3180	1469	-9	24	88622	112615	1	27
LAGRANGE	520	183	-80	-42	3672	5263	62	-10	105	112	1743	1425	30	3	128741	131206	12	2
MACON	4736	1730	-72	-63	21284	12719	-19	-29	96	114	9251	9252	720	1	228505	274[illegible]	9	-48
MOULTRIE	224	201	-53	-10	3522	3262	77	-7	101	82	630	712	-10	13	42811	38001	-3	11
NEWNAN	363	157	-82	-66	2045	1349	4	-47	102	105	1439	1279	24	-11	84174	97018	52	15
ROME	2041	858	-65	-58	8881	6753	4	-24	92	101	2338	2010	115	-7	183612	192476	134	5
SAVANNAH	4154	3792	-50	14	13869	15409	-1	11	110	90	5068	4716	579	-7	370694	403853	-14	-46
THOMASVILLE	626	334	-51	-15	2531	1446	-15	-38	69	103	902	798	123	-1	55767	55209	130	-3
VALDOSTA	928	191	-60	-58	2797	1687	0	-38	77	127	1348	1063	265	-21	99224	76986	315	-8
WAYCROSS	1168	851	-37	-24	10378	7691	96	-26	99	99	936	1058	11	13	63969	66791	22	4
															(000)	(000)		
GEORGIA	112400	65600	-63	-42	113500	87500	-2	-15	94	102	137640	163077	33	18	10165	12265	41	21

[a]NOVEMBER WITHDRAWALS AS PERCENT OF NOVEMBER SAVINGS, DECEMBER WITHDRAWALS AS PERCENT OF DECEMBER SAVINGS.

[b]AREAS- 1) LOCAL PY-TR AREAS. 2) CITY SYSTEMS. 3) COUNTIES. 4) CITY EXCHANGES. 5) CITIES. 6) COUNTIES.

[c]THE PERCENTAGE CHANGE COLUMNS REPRESENT THE CHANGE 1- IN DECEMBER 1979 FROM DECEMBER 1978, 2- IN DECEMBER 1979 FROM NOVEMBER 1979.

[d]INCLUDES ONLY SOUTHERN BELL TELEPHONE AND TELEGRAPH AND GENERAL TELEPHONE OF THE SOUTHEAST.

[e]98 ASSOCIATIONS IN GEORGIA IN DECEMBER 1979.

SOURCE- 1) POWER COMPANIES AND CITY ENGINEERS. 2) CITY ENGINEERS. 3) COURTESY OF R. L. FOLK AND CO. RE-[illegible] ONLY BY PERMISSION OF R. L. FOLK AND COMPANY. 4) TELEPHONE COMPANIES. 5) FEDERAL HOME LOAN BANK OF ATLANTA, GEORGIA. GEORGIA EMPLOYMENT SECURITY AGENCY, DEPARTMENT OF LABOR.

The Atlanta Area

ACTIVITY AND AREA[a]	NOV	DEC	PERCENT CHANGE[b] DEC	NOV
1. Electricity Consumed (000 KWH)				
Atlanta	777890	803924	0	4
Decatur	67736	77415	5	14
Marietta	29189	29777	139	2
2. Savings and Loan Associations[3]				
Mortgage Loans Closed ($000)				
Atlanta	36599	20926	-42	-33
Decatur	20147	14290	-21	-29
New Savings and Investments ($000)				
	NOV	DEC		
	W'71	W'71		
Atlanta	103	99	94851	103772	18	11
Decatur	50	38	51286	39509	-0	-23
3. Telephones in Service				
Atlanta			926107	927309	-	0

ACTIVITY AND AREA[a]	NOV	DEC	PERCENT CHANGE[b] DEC	NOV
4. Water Pumped (000 Gallons)				
Atlanta				
Dekalb County	1640981	1607660	-2	-1
5. New Passenger Car Registrations**				
(Resale Restricted)				
Clayton County	251	435	38	253
Cobb County	409	219	11	421
Dekalb County	751	1151	-8	530
Fulton County	1441	1416	-4	190
Gwinnett County	256	1075	4	519
6. Insured Unemployment				
Weeks Compensated				
Atlanta SMSA				
13 Counties	30022	31937	174	30
Payments ($)				
Atlanta SMSA				
13 Counties	3918529	3809629	172	-43

FOOTNOTES AND SOURCE NOTES ON PRECEDING PAGE.

**COURTESY OF J. C. DYER AND CO., GRAPHS USED BY PERMISSION OF R. L. POOL AND CO.

Other Activities

ADVERTISING LINAGE (000) - CITIES

	NUMBER OF PAPERS REPORTED	NOV	DEC	PERCENT CHANGE[b] DEC	NOV
ALBANY	1	2503	2558	6	2
AMERICUS	1	168	132	-3	-21
ATLANTA	2				
COLUMBUS	1	1980	1992	1	1
DUBLIN	1	774			
GAINESVILLE	1	1367	1315	-1	-4
MACON	1	2412	2214	-1	-8
ROME	1	1144	1262	0	10
WAYCROSS	1				

SOURCE - LOCAL NEWSPAPERS.

NONAGRICULTURAL EMPLOYMENT - STANDARD METROPOLITAN AREAS

	DEC	NOV	PERCENT CHANGE[b] DEC	NOV
MANUFACTURING HOURS AND EARNINGS				
AVERAGE WEEKLY HOURS				
ATLANTA	40.3	40.3	40.4	0	1
SAVANNAH	43.9	43.7	43.8	-0	-1
GEORGIA	41.5	41.4	41.4	-0	0
AVERAGE HOURLY EARNINGS ($)					
ATLANTA	4.04	4.02	4.02	-0	0
SAVANNAH	3.80	3.81	3.87	0	1
GEORGIA	3.37	3.37	3.43	0	1

BUILDING AUTHORIZED ($000) - CORPORATE LIMITS OF COUNTIES AND CITIES

	RESIDENTIAL UNITS		RESIDENTIAL VALUE		ALL BUILDING VALUE		
	NOV	DEC	NOV	DEC	DEC	DEC	NOV
COUNTIES (also see cities)							
CHATHAM	29	32	1300	1194	1937	1558	2250
CLAYTON	71	30	2252	1508	2477	1867	3543
COBB	133	269	4920	6175	10713	6091	8317
DEKALB	115	124	4323	3702	8016	6432	11034
DOUGHERTY	15	9	548	347	787	2007	1092
FULTON	25	60	1958	3469	6730	10286	6195
GLYNN	10	10	1015	760	955	1178	1170
GWINNETT	250	22	10720	9405	19870	9417	16491
RICHMOND	7	24	474	1923	5260	2214	4153
CITIES							
ALBANY	12	13	432	454	2059	1436	1280
AMERICUS	3	0	110	51	167	61	282
ATHENS	14	19	548	748	1205	1407	2000
ATLANTA	23	83	967	3528	11815	6137	15599
AUGUSTA	4	0	90	0	265	847	8834
BAINBRIDGE	3	1	37	16	71	498	276
BRUNSWICK	0	1	0	90	286	443	130
COLUMBUS-MUSCOGEE	26	15	958	547	3649	2927	5351
DECATUR	0	1	0	40	161	245	380
DUBLIN	5	2	240	66	93	104	430
FITZGERALD	0	0	0	0	87	129	17
GAINESVILLE	3	4	225	112	709	686	1175
LAGRANGE	4	2	184	84	167	579	625
MACON-BIBB	15	32	704	1021	4392	2980	2380
MARIETTA	12	17	450	562	990	598	980
ROME	3	2	58	104	694	296	578
SAVANNAH	21	9	662	312	2203	1326	6097
THOMASVILLE	1	1	30	17	18	115	27
VALDOSTA	11	5	655	358	625	588	1827
WARNER ROBINS	10	10	502	576	579	421	431
WAYCROSS	0	0	0	0	68	111	910

SOURCE - THE UNITED STATES BUREAU OF THE CENSUS (FROM LOCAL ISSUING OFFICIALS).

NUMBER OF WORKERS	DEC	NET CHANGE FROM NOV	DEC	NOV
ALL EMPLOYMENT				
ALBANY	45800	1000	900	1	2
ATLANTA	767300	2400	3000	0	0
AUGUSTA	124800	900	1100	1	1
COLUMBUS	83400	300	-1300	0	-2
MACON	58400	-1100	500	-2	1
SAVANNAH	81400	-2100	300	-3	1
GEORGIA	2040000	17000	21000	1	1
CONTRACT CONSTRUCTION					
ALBANY	2300	-1000	-50	-23	-1
ATLANTA	43400	-3000	+3500	-6	+8
AUGUSTA	10000	-400	-50	-3	-1
COLUMBUS	4300	-500	-100	-10	-2
MACON	3700	-100	100	-3	+3
SAVANNAH	5700	+1700	100	+27	+2
GEORGIA	97500	-4500	-400	-5	-0
MANUFACTURING					
ALBANY	12100	1200	-300	11	-2
ATLANTA	136000	1400	+2200	1	+2
AUGUSTA	30300	-500	-2200	-1	-7
COLUMBUS	20700	400	-300	2	-1
MACON	11900	300	100	2	1
SAVANNAH	16500	-600	0	-4	0
GEORGIA	516100	1500	1600	0	-1
TRADE					
ALBANY	9900	100	300	1	3
ATLANTA	140200	-1700	1400	-1	1
AUGUSTA	26100	100	1100	0	4
COLUMBUS	16000	-1100	100	-6	1
MACON	12200	-400	300	-3	2
SAVANNAH	19500	-400	200	-2	1
GEORGIA	478400	2200	5200	0	1

SOURCE - GEORGIA EMPLOYMENT SECURITY AGENCY, DEPARTMENT OF LABOR.

Local Business Activity—1979 Summary

AREA[a]	ELECTRICITY CONSUMED		WATER PUMPED, FINISHED		NEW PASSENGER CAR REGISTRATIONS (RE-USE RESTRICTED)	
	1979 TOTAL	1978 TOTAL	1979 TOTAL	1978 TOTAL	1979 TOTAL	1978 TOTAL
ALBANY	653,474	567,341	1,697,037	5,492,211	4276	4671
AMERICUS	173,395	169,455	1,047,255	895,096	1119	1020
ATHENS	751,637	795,566	4,688,799	3,628,600	2783	3109
AUGUSTA	2,318,554	2,555,351	7,676,435	7,890,163	8130	9127
BAINBRIDGE	325,264	300,076	855,691	802,794	618	744
BRUNSWICK	953,868	870,559	2,025,206	2,689,292	2157	2571
COLUMBUS	4,584,858	4,572,158	9,779,010	10,289,158	6347	6989
DALTON	59,914	62,228	12,616,280	12,341,368	2617	2914
DUBLIN	224,939	224,364	811,828	809,553	1270	1385
ELBERTON	43,683	44,193	490,388	486,831	655	563
GAINESVILLE	493,700	480,371	3,984,704	3,304,805	2512	2556
GRIFFIN	158,442	152,908	2,001,444	1,936,885	1543	1690
LAGRANGE	220,507	217,158	2,184,604	2,284,041	1814	1720
MACON	1,399,727	1,382,747	8,292,371	8,828,636	6325	6824
MOULTRIE	92,884*	130,241	935,977	1,171,059	953	1039
NEWNAN	114,926	114,246	1,050,004	1,004,396	1334	1505
ROME	672,155	668,362	5,441,890	5,500,349	3412	3522
SAVANNAH	2,177,587	2,225,306	8,056,191	8,512,350	8236	8184
THOMASVILLE	255,822	252,491	1,155,690	1,176,991	1514	1516
VALDOSTA	380,553	377,300	1,655,356	1,821,979	2463	2545
WAYCROSS	253,260	257,790	1,028,600	1,111,589	1345	1498
GEORGIA	45,734,685	47,785,262			210,539	246,181

AREA[a]	MORTGAGE LOANS CLOSED		SAVINGS AND LOAN ASSOCIATIONS NEW SAVINGS AND INVESTMENTS		WITHDRAWALS		INSURED UNEMPLOYMENT WEEKS COMPENSATED		PAYMENTS	
	1979 TOTAL[b]	1978 TOTAL	1979 TOTAL	1978 TOTAL	1979 TOTAL	1978 TOTAL	1979 AVERAGE	1978 AVERAGE	1979 AVERAGE	1978 AVERAGE
ALBANY	41,545	33,716	158,101	141,934	182,565	127,285	1444	620	125,352	43,618
AMERICUS	10,440	8,482	15,352	11,601	14,292	9,676	608	580	46,146	36,370
ATHENS	25,652	36,000	76,262	50,587	69,684	54,255	1005	721	58,682	14,918
AUGUSTA	80,493	77,663	137,075	139,159	145,000	112,413	5139	2067	248,230	148,741
BAINBRIDGE	2,645	4,976	7,256	6,644	6,005	5,520	672	292	47,927	18,911
BRUNSWICK	44,216	55,594	10,041	67,345	88,195	51,065	1215	1162	84,471	72,136
COLUMBUS	36,023	49,381**	224,785	211,321	224,280	205,905	4405	3893	296,167	256,585
DALTON	24,759	28,061	63,660	45,584	58,600	58,147	2452	2032	175,849	158,560
DUBLIN	5,212*	5,245	10,665*	12,098	8,681	7,923	1363	667	105,461	41,747
ELBERTON	1,530	2,266	4,098	3,036	3,858	2,559	688	647	46,076	47,132
GAINESVILLE	30,492	31,167	90,096	88,318	84,686	75,854	1678	2015	122,536	143,318
GRIFFIN	11,159	13,481	52,568	25,135	28,187	18,611	1192	1254	96,579	81,489
LAGRANGE	10,980	14,613	40,155	27,698	44,041	25,854	1602	1452	112,957	95,897
MACON	65,587	83,781	208,669	206,227	254,090	181,060	1980	1119	124,603	78,687
MOULTRIE	7,059	7,506	49,594	29,290	57,120	25,006	924	648	60,856	41,375
NEWNAN	9,819	10,042	19,563	17,330	18,040	12,839	1367	959	100,448	73,549
ROME	29,543	27,153	84,687	68,576	87,298	42,500	2046	855	156,245	69,915
SAVANNAH	59,130	59,873	158,314	126,772	144,614	109,832	5016	1157	197,985	85,925
THOMASVILLE	9,956	11,009	24,929	19,428	21,290	12,790	839	474	58,882	28,156
VALDOSTA	17,456	22,718	36,482	25,208	25,264	17,225	1055	207	80,481	13,442
WAYCROSS	23,733	21,778	81,563	64,761	83,926	48,157	869	786	86,707	46,774
GEORGIA	1,574,500	1,962,200	3,776,300	3,871,100	4,563,200	3,505,900	146,457	129,759	10,718,590	9,066,708

* 11 months total
** 10 months total

The Atlanta Area

ACTIVITY AND AREA	1972 TOTAL	1973 TOTAL
1. ELECTRICITY CONSUMED (000 kwh)		
ATLANTA	10,322,804	10,745,628
DECATUR	957,083	1,006,360
MARIETTA	581,168	188,870
2. SAVINGS AND LOAN ASSOCIATIONS		
Mortgage Loans Closed ($000)		
ATLANTA	440,693	580,306
DECATUR	272,247	209,039
New Savings and Investments ($000)		
ATLANTA	1,294,880	1,972,004
DECATUR	565,415	478,101
Withdrawals ($000)		
ATLANTA	1,311,775	1,804,429
DECATUR	538,112	419,609
3. WATER PUMPED (000 gals.)		
ATLANTA	NO DATA	52,957,220
DEKALB COUNTY	20,759,165	21,296,151
4. NEW PASSENGER CAR REGISTRATIONS* (Re-use restricted)		
CLAYTON COUNTY	7,417	7,609
COBB COUNTY	16,394	16,471
DEKALB COUNTY	27,819	30,476
FULTON COUNTY	27,706	30,152
GWINNETT COUNTY	6,313	7,265
5. INSURED UNEMPLOYMENT		
Weeks Compensated		
ATLANTA SMSA (5 counties)	13,901	21,768
Payments ($)		
ATLANTA SMSA (5 counties)	5,285,206	7,611,617

Employment

ACTIVITY AND AREA			CHANGE
NONAGRICULTURAL EMPLOYMENT			
All employment			
ALBANY	69,000	77,400	8,400
ATLANTA	1,482,100	1,[illegible]900	369,800
AUGUSTA	126,200	130,400	18,200
COLUMBUS	169,200	181,400	5,600
MACON	569,400	571,000	1,600
SAVANNAH	505,000	478,900	26,100
GEORGIA	12,136,900	12,679,800	462,900
Manufacturing			
ALBANY	69,000	69,900	9,100
ATLANTA	814,800	789,000	25,800
AUGUSTA	216,100	210,800	1,300
COLUMBUS	124,800	122,500	1,200
MACON	87,400	84,200	4,400
SAVANNAH	100,300	99,800	500
GEORGIA	2,102,200	2,008,100	94,200
Trade			
ALBANY	26,400	24,700	1,700
ATLANTA	1,454,700	1,324,400	70,300
AUGUSTA	140,500	130,000	10,500
COLUMBUS	105,500	104,500	1,000
MACON	118,100	114,300	3,800
SAVANNAH	117,100	111,300	5,800
GEORGIA	2,701,300	2,673,300	117,200
CONTRACT CONSTRUCTION			
ALBANY	24,200	22,700	1,500
ATLANTA	225,300	207,300	15,000
AUGUSTA	10,000	11,000	1,000
COLUMBUS	28,000	28,000	1,400
MACON	26,000	25,800	200
SAVANNAH	30,000	29,000	1,000
GEORGIA	574,900	560,900	14,000

Other Activities

ADVERTISING LINAGE

AREA	1972 TOTAL	1973 TOTAL
ALBANY	26,535	25,212
AMERICUS	4,760	4,317
ATLANTA	NO DATA	84,396
COLUMBUS	19,287*	20,874
DUBLIN	7,112*	6,849
GAINESVILLE	15,681**	16,813
MACON	23,713	20,687
ROME	12,304	12,035
WAYCROSS	336†	9,816

BUILDING AUTHORIZED

COUNTIES (ALSO SEE CITIES)	1972 TOTAL	1973 TOTAL
CHATHAM	45,847	49,661
CLAYTON	38,857	45,187
COBB	181,916	152,205
DEKALB	175,605	131,889
DOUGHERTY	18,131	19,315
FULTON	136,285	104,260
GLYNN	18,768	27,230
GWINNETT	221,829	155,383
HOUSTON	46,037	45,213

CITIES	1972 TOTAL	1973 TOTAL
ALBANY	22,090	15,237
AMERICUS	3,968	2,365
ATHENS	20,241	22,445
ATLANTA	435,636	338,885
AUGUSTA	15,009	20,167
BAINBRIDGE	2,501	3,313
BRUNSWICK	4,777	2,591
COL.-MUSCOGEE	47,330	37,154
DECATUR	3,360	1,293
DUBLIN	4,570	3,748
ELBERTON	630	338

CITIES	1972 TOTAL	1973 TOTAL
GAINESVILLE	17,686	12,177
LAGRANGE	15,068	11,488
MACON-BIBB	68,033	40,504
MARIETTA	22,026	19,532
ROME	12,776	14,678
SAVANNAH	52,204	31,183
THOMASVILLE	8,490	11,581
VALDOSTA	14,126	18,362
WARNER ROBINS	8,300	9,852
WAYCROSS	3,676	1,461

*11 months total

**10 months total

†8 months total

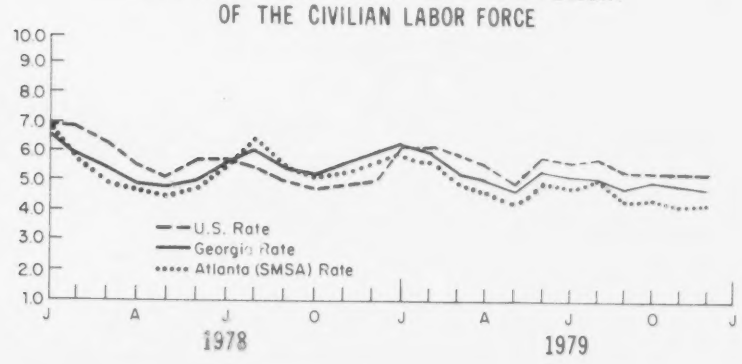
Sales in Georgia

INDUSTRY	NOV	DEC	TOTAL	CHANGE FROM LAST YEAR (%)
TOTAL RETAIL	1,287,417	2,002,980	20,144,823	10
AUTOMOTIVE	279,669	393,408	3,097,702	7
GENERAL MERCHANDISE	143,127	241,488	2,419,035	5
FURNITURE	118,006	169,974	1,738,853	14
APPAREL	69,847	101,031	792,157	10
MISCELLANEOUS*	127,623	184,401	1,218,644	-61
UTILITIES	344,408	354,183	3,430,201	12
LUMBER, CONST.	137,457	343,284	2,216,110	19
MANUFACTURING	164,832	204,436	2,219,920	6
SERVICE GROUP	164,604	2,334,1	1,757,760	-52

COUNTY	NOV	DEC	TOTAL	CHANGE FROM LAST YEAR (%)
APPLING	1,547	3,167	37,477	-1
ATKINSON	1,275	1,848	18,207	-3
BACON	3,498	3,940	47,506	4
BAKER	525	649	7,415	-14
BALDWIN	11,104	11,891	131,064	-21
BANKS	1,594	1,979	22,905	-6
BARROW	4,716	7,367	91,196	7
BARTOW	10,977	16,616	184,371	1
BEN HILL	3,021	4,082	51,909	2
BERRIEN	1,829	3,366	40,719	11
BIBB	77,122	117,738	977,648	1
BLECKLEY	1,636	2,232	32,902	9
BRANTLEY	1,476	1,613	20,612	4
BROOKS	3,526	4,267	52,601	5
BRYAN	1,309	2,791	47,676	3
BULLOCH	14,548	23,128	277,623	3
BURKE	3,571	5,502	67,849	12
BUTTS	2,961	3,875	46,702	2
CALHOUN	1,190	1,652	19,408	-4
CAMDEN	12,609	17,743	207,061	24
CANDLER	1,772	3,013	37,440	-1
CARROLL	25,253	39,286	467,776	9
CATOOSA	10,812	15,745	193,837	3
CHARLTON	2,749	3,978	39,974	9
CHATHAM	138,514	204,218	2,482,403	5
CHATTAHOOCHEE	496	868	9,116	-5
CHATTOOGA	5,193	8,128	105,516	13
CHEROKEE	23,921	33,541	387,731	3
CLARKE	59,975	89,024	837,215	8
CLAY	511	934	9,965	-5
CLAYTON	76,221	99,135	947,766	10
CLEVELAND	2,717	3,624	47,462	21
COBB	230,929	369,143	3,260,409	1
COFFEE	12,691	19,915	236,060	3
COLQUITT	10,474	13,856	166,976	8
COLUMBIA	29,206	41,077	514,905	9
COOK	3,451	5,147	59,435	3
COWETA	19,548	33,414	384,927	5
CRAWFORD	998	1,506	17,464	-5
CRISP	14,068	21,824	262,212	-13
DADE	3,431	4,907	51,953	2
DAWSON	1,621	2,607	17,851	4
DECATUR	21,153	31,597	338,421	2
DEKALB	258,699	387,781	3,269,777	12
DODGE	3,871	5,861	72,063	1
DOOLY	2,127	3,686	50,210	-2
DOUGHERTY	61,258	100,620	947,830	2
DOUGLAS	15,253	24,017	287,348	5
EARLY	3,582	4,629	57,068	12
ECHOLS	446	581	6,271	1
EFFINGHAM	2,908	4,628	59,545	1
ELBERT	4,641	6,742	87,911	0
EMANUEL	4,145	6,241	80,599	4
EVANS	3,837	5,707	71,431	8
FANNIN	5,262	7,457	98,415	11
FAYETTE	13,930	21,481	265,536	14
FLOYD	38,575	62,753	862,204	2
FORSYTH	23,662	34,259	372,431	12
FRANKLIN	4,129	6,543	71,536	0
FULTON	367,242	540,969	5,987,677	10
GILMER	4,691	7,211	93,867	8
GLASCOCK	184	284	2,430	11
GLYNN	47,774	74,795	825,844	10
GORDON	10,331	14,919	178,188	-1
GRADY	6,591	9,974	93,836	2
GREENE	3,111	5,212	63,956	2
GWINNETT	99,621	154,261	1,532,008	20
HABERSHAM	7,234	12,015	139,216	3
HALL	41,054	63,023	749,815	14
HANCOCK	1,052	1,845	17,814	6
HARALSON	3,894	5,884	73,559	5
HARRIS	8,130	14,113	172,852	7
HART	5,231	7,847	93,978	3
HEARD	830	1,051	11,557	22
HENRY	19,586	29,930	347,120	-2
HOUSTON	29,669	45,743	557,238	7
IRWIN	2,111	2,967	36,093	0
JACKSON	14,943	23,267	282,470	9
JASPER	1,858	3,031	29,444	4
JEFF DAVIS	4,470	7,158	86,827	7
JEFFERSON	3,844	5,555	67,135	10
JENKINS	1,966	2,911	34,911	3
JOHNSON	1,966	2,911	34,911	3
JONES	5,455	8,211	98,911	3
LAMAR	3,922	5,699	73,911	3
LANIER	1,149	1,734	14,911	3
LAURENS	16,415	19,958	261,936	6
LEE	1,114	1,732	14,911	10
LIBERTY	9,186	9,721	143,911	2
LINCOLN	1,410	1,986	18,911	2
LONG	981	1,336	13,911	10
LOWNDES	31,623	46,911	521,911	3
LUMPKIN	3,407	5,167	74,911	3
MACON	2,921	3,911	43,911	3
MADISON	3,911	5,911	74,911	3
MARION	1,911	2,911	34,911	3
MCDUFFIE	5,911	8,911	98,911	10
MCINTOSH	3,911	5,911	74,911	3
MERIWETHER	4,911	9,911	84,911	3
MILLER	2,911	3,911	29,911	3
MITCHELL	7,911	9,911	91,911	3
MONROE	4,911	8,911	82,911	3
MONTGOMERY	2,911	3,911	32,911	3
MORGAN	3,911	5,911	62,911	3
MURRAY	3,911	5,911	62,911	10
MUSCOGEE	83,911	122,911	1,391,911	3
NEWTON	13,911	21,911	241,911	3
OCONEE	3,911	5,911	62,911	10
OGLETHORPE	2,911	3,911	32,911	3
PAULDING	8,911	14,911	154,911	3
PEACH	5,911	8,911	98,911	3
PICKENS	3,911	5,911	74,911	3
PIERCE	2,911	3,911	43,911	3
PIKE	2,911	3,911	32,911	3
POLK	8,911	12,911	143,911	3
PULASKI	1,911	2,911	29,911	3
PUTNAM	3,911	5,911	62,911	3
QUITMAN	911	1,911	14,911	3
RABUN	3,911	5,911	74,911	3
RANDOLPH	1,911	2,911	29,911	3
RICHMOND	83,911	122,911	1,391,911	3
ROCKDALE	11,911	17,911	191,911	3
SCHLEY	911	1,911	14,911	3
SCREVEN	3,911	5,911	74,911	3
SEMINOLE	2,911	3,911	43,911	3
SPALDING	13,911	21,911	241,911	3
STEPHENS	5,911	8,911	98,911	3
STEWART	1,911	2,911	29,911	3
SUMTER	11,911	17,911	191,911	3
TALBOT	1,911	2,911	29,911	3
TALIAFERRO	911	1,911	14,911	3
TATTNALL	5,911	8,911	98,911	3
TAYLOR	2,911	3,911	43,911	3
TELFAIR	3,911	5,911	74,911	3
TERRELL	3,911	5,911	74,911	3
THOMAS	13,911	21,911	241,911	3
TIFT	11,911	17,911	191,911	3
TOOMBS	5,911	8,911	98,911	3
TOWNS	2,911	3,911	43,911	3
TREUTLEN	1,911	2,911	29,911	3
TROUP	13,911	21,911	241,911	3
TURNER	2,911	3,911	43,911	3
TWIGGS	1,911	2,911	29,911	3
UNION	3,911	5,911	74,911	3
UPSON	5,911	8,911	98,911	3
WALKER	11,911	17,911	191,911	3
WALTON	11,911	17,911	191,911	3
WARE	11,911	17,911	191,911	3
WARREN	1,911	2,911	29,911	3
WASHINGTON	5,911	8,911	98,911	3
WAYNE	11,911	17,911	191,911	3
WEBSTER	911	1,911	14,911	3
WHEELER	911	1,911	14,911	3
WHITE	3,911	5,911	74,911	3
WHITFIELD	23,911	35,911	384,911	3
WILCOX	1,911	2,911	29,911	3
WILKES	3,911	5,911	62,911	3
WILKINSON	3,911	5,911	62,911	3
WORTH	5,911	8,911	98,911	3
TOTAL	2,620,041	3,925,934	41,955,774	14

*SOURCE—COMPILED BY THE DIVISION OF RESEARCH, COLLEGE OF BUSINESS ADMINISTRATION, UNIVERSITY OF GEORGIA, FROM DATA OF SALES AND USE TAX, GEORGIA DEPARTMENT OF REVENUE. SALES INCLUDE THE VALUE OF ALL TAXABLE ITEMS, AS REPORTED BY FIRMS SELLING OR ACQUIRING ITEM. FINE PENALTIES AND INTEREST COLLECTED.

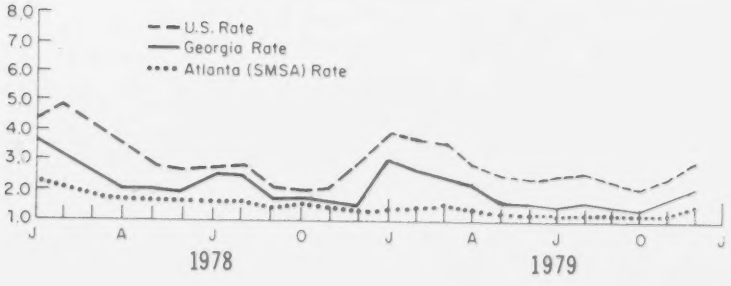
ESTIMATED UNEMPLOYMENT RATE AS A PERCENT OF THE CIVILIAN LABOR FORCE



	U.S. RATE Adjusted	U.S. RATE Unadjusted[1]	GEORGIA RATE (Unadjusted)	ATLANTA RATE (Unadjusted)
1978				
January	6.3	7.0	6.7	6.8
February	6.1	6.9	5.7	5.5
March	6.2	6.6	5.1	5.1
April	6.0	5.8	5.1	4.9
May	6.1	5.5	4.9	4.8
June	5.7	6.2	5.4	5.4
July	6.2	6.3	6.0	5.8
August	5.9	5.8	6.4	6.9
September	6.0	5.7	5.9	5.9
October	5.8	5.4	5.8	5.7
November	5.8	5.5	6.1	5.8
December	5.9	5.6		
1979				
January	5.8	6.4	6.5	6.3
February	5.7	6.4	5.9	5.7
March	5.7	6.1	5.2	4.8
April	5.8	5.5	5.0	4.6
May	5.8	5.2	4.7	4.5
June	5.6	6.0	5.6	5.3
July	5.7	5.8	5.6	4.9
August	6.0	5.9	5.5	5.5
September	5.8	5.6	4.9	4.5
October	—	—	5.1	4.6
November	5.8	5.6	4.9	4.3
December	5.9	5.6	4.8	4.5

[1] For a more meaningful comparison with the Georgia and Atlanta rates, the U.S unadjusted rate is the one presented in the graph.

INSURED UNEMPLOYMENT RATE



	U.S. RATE	GEORGIA RATE	ATLANTA RATE
1978			
January	4.4	3.67	2.38
February	4.9	3.03	2.13
March	4.2	2.76	2.00
April	3.5	2.39	1.76
May	3.0	2.29	1.76
June	2.8	2.14	1.60
July	3.2	2.84	1.66
August	3.2	2.69	1.74
September	2.6	2.10	1.71
October	2.5	2.36	1.74
November	2.6	2.19	1.76
December	3.2	2.13	1.66
1979			
January	4.0	3.04	1.57
February	3.9	2.83	1.68
March	3.8	2.57	1.74
April	3.1	2.08	1.47
May	2.7	1.75	1.31
June	2.5	1.88	1.22
July	2.7	1.81	1.15
August	2.8	1.88	1.26
September	2.5	1.67	1.29
October	2.3	1.75	1.13
November	2.6	1.83	1.27
December	3.2	2.21	1.63

Source: U.S. Department of Labor, Bureau of Labor Statistics; Georgia Department of Labor, Manpower Resources Section.

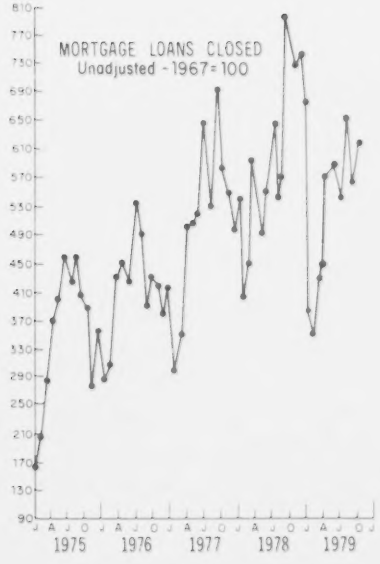
ATLANTA CONSUMER PRICES
INDEX: 1967 = 100

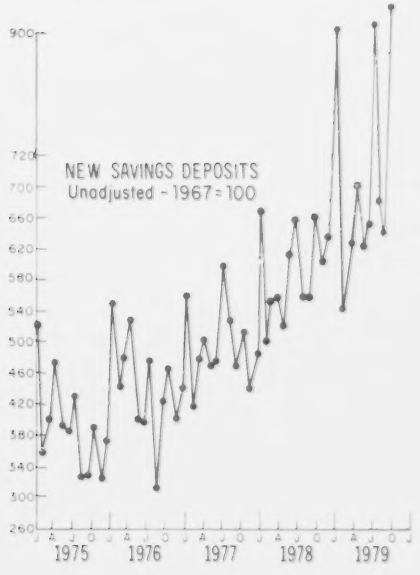
Period	U.S. All Items	U.S. Food	ATLANTA All Items	ATLANTA Food
1976	170.5	180.8	169.2	185.8
1977	181.5	192.2	180.6	196.4
1978	203.6	206.3	203.1	211.0
1979	217.4	228.5	213.6	232.2
1979				
January	204.7	218.3	—	—
February	207.1	222.4	201.8	226.2
March	209.1	224.4	—	—
April	211.5	226.3	206.7	229.4
May	214.1	228.2	—	—
June	216.6	229.3	212.6	230.3
July	218.9	230.7	—	—
August	221.1	230.2	216.9	235.3
September	223.4	231.0	—	—
October	225.4	232.1	220.8	234.8
November	227.5	233.1	—	—
December	229.9	235.5	223.3	237.5

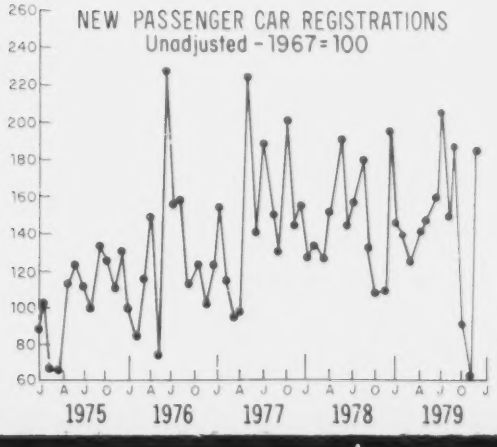
Period	ATLANTA Housing	ATLANTA Apparel & Upkeep	ATLANTA Transportation	ATLANTA Health & Recreation
1976	175.8	148.5	154.6	167.7
1977	187.9	154.8	163.1	177.9
1978	201.8	163.7	170.7	—
1979	220.9	170.0	198.7	—

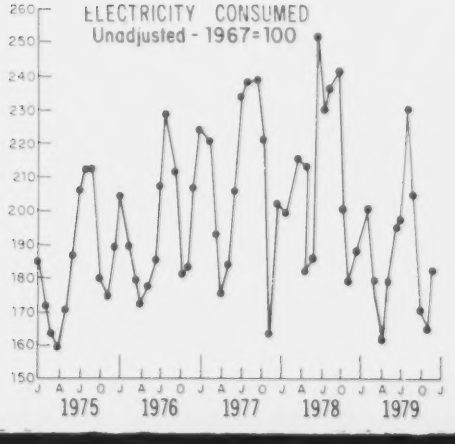
Indexes of Economic Activity in Georgia

BANK DEBITS
SERIES
CANCELLED









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IN THIS ISSUE

DECLINE AND FALL OF THE FREEBIE 1

TRAVEL BAROMETER 3

THE GEORGIA STOCK PRICE INDEX 4

THE GEORGIA ECONOMY
- Unemployment Rates 5
- Consumer Prices 5
- Local Business Activity 6
- Sales in Georgia 8
- Indexes of Economic Activity 9

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Decline and Fall of the Freebie

Remember when you could get a car wash on the house or a free steak knife with a tankful of gas? Remember when road maps were free for the asking, and book matches were giveaway forms of advertising for everything from night school to the U.S. Army? Alas, those days are gone, laments author Robert Levy, senior editor of *Dun's Review*. His look at the disappearing freebie is reprinted from the September 1979 issue of *Dun's Review*, and is used with permission.

Economist Milton Friedman once distilled the complex forces that mold and shape U.S. society down to a simple maxim: "There is no such thing as a free lunch." To American consumers long accustomed to getting "something for nothing" from promotion-minded marketers, Friedman's cold maxim amounted to rank heresy. But changes in the marketplace in recent years have proven the pragmatic economist to be a prophet.

The help-yourself, no-charge giveaway items that consumers have always considered their due are slowly disappearing from the American counter. Declares Professor Robert W. Johnson of Purdue University's Krannert Graduate School of Management: "The so-called freebie is an endangered species. It is being squeezed to death."

Of course, such time-honored sales inducements as free samples, premiums, coupons and two-for-the-price-of-one come-ons still loom large in the marketer's arsenal. And in hotels, soap, stationery, shoeshine cloths, and shower caps, not to mention the Gideon Bible, continue to come with the room. But a number of traditionally free goods, services, and amenities at the point of purchase are fading from the scene.

As if things were not bad enough in gas stations across the country, road maps that were always free for the taking now cost up to 50 cents each; and with compressed air costing around $200 a year, many a station owner has reeled in his once-free air hose. Indeed, the Department of Energy has posted a new regulation permitting gas stations to charge for such services as wiping windshields and putting air in tires.

In supermarkets and tobacco shops, book matches that were previously dispensed gratis by the fistful with every carton of cigarettes are being doled out by frugal clerks; unthinkably, in some sections of the South it now costs an additional penny to get two books of matches with a pack of smokes.

NIBBLING AWAY

In many department stores, the box and gift wrap that used to come free with any purchase now costs around 35 cents, while carry-all shopping bags emblazoned with the store logo are sold from vending machines for about a quarter apiece. Some men's haberdashers have stopped including the hanger with every suit of clothes. And many have done away with traditionally free alterations, charging anywhere from $2 to $5 to cuff a pair of trousers or take in the waist.

Airlines, which once lavished everything from flight bags and slipper socks to key chains and decks of cards on passengers have been cutting freebies back to the bare minimum. Except in first class, the freebie usually consists of meals—period. Indeed, in many a tavern where the free lunch originated, even the obligatory bowl of salted nuts is vanishing from the bar.

What has conspired to do the freebie in is a combination of rampant inflation and the changing economics in a number of industries. The gas station road map, for one, is the victim of the escalating costs of paper and wasteful use by the public. Intended to guide the peripatetic motorist and at the

same time encourage driving (and hence gasoline purchases), free road maps were snapped up at such a profligate pace that the business expanded beyond control, says a Mobil Oil Corporation spokesman. Although it continues to distribute some two million road maps to its dealers each year at cost (around 15 cents each), Mobil now urges stations to retail them at 25 cents. "We make no money on the maps," the spokesman notes. "Besides, the U.S. is the only country in the world that ever had free road maps. In Europe, they sell for about $2 each in bookstores."

According to Milton Friedman, road maps and other freebies have disappeared because of price controls. "When you have a period of high inflation coupled with price controls," he says, "the only way to raise prices without seeming to do so is to reduce either the service or the product. We've had official price controls on oil since 1971. So of course the free road maps have vanished."

Not so in the case of the fading free matchbook, however. One of the nation's most ubiquitous items along with the pin, paper clip and rubber band, book matches are the victims of competition and changing social customs. For one thing, the match industry has been affected by the rise of the disposable lighter: seven match companies have folded in the last four years, and sales are down for others. Besides that, with the growth in cigarette sales leveling off and restaurants and other public places providing no-smoking sections, sales of matches dispensed by supermarkets, tobacconists and vending machines have declined dramatically. With demand down, and costs rising, tobacco jobbers who once provided retailers with matchbooks free now levy a small charge for them. And the matches dispensed with cigarettes by many supermarkets are taken directly out of their regularly purchased stocks.

Meanwhile, government deregulation and bargain fares on no-frill flights have pretty much freed many airlines from having to lure passengers with free gifts. Contrary to what many travelers believe, airline freebies never were a hidden cost in the flight ticket. "They came out of the sales promotion budget," explains Philip Golbitz, marketing vice president of United Air Lines. "But you could be much more liberal with giveaways when the New York-to-California fare was a lot more than our current $108. We can't afford—and don't need—costly giveaways."

Of course, meals continue to be served on all airlines. "It's really amazing that meals are still free," says a Pan American Airways executive. "It costs us about $12 a person." However, Pan Am now sells (for about $4 each) the flight bags it used to give away.

RESISTING THE TREND

One freebie that has shown remarkable resistance to the trend is the calendar—despite the rising costs of paper and printing. The $500-million calendar industry has been increasing sales at a 15 percent-a-year clip, according to the Brown & Bigelow division of Saxon Industries, the nation's largest producer of so-called advertising specialties. Ten years ago, the industry's graph was dipping downward. But given the high cost of media advertising, big advertisers like banks, insurance companies, manufacturers and airlines have discovered in recent years that calendars are a comparatively inexpensive and effective medium. Says James F. Feiler, sales vice president at Brown & Bigelow: "A newspaper is only good for one day, but a calendar delivers the advertiser's message all year long."

The fact is, of course, that the extent to which an industry offers freebies is largely dependent on the state of its business. A case in point is the hotel industry, which is so heavily booked nowadays that it can well afford to add freebies like shower caps and shampoo and raise room rates to cover the cost. On the other hand, free ice seems to be fast disappearing from big downtown hotels. Professor Lee M. Kreul of Purdue's Department of Restaurant, Hotel and Institutional Management complains that he was recently socked $4 for a bucket of ice at the Conrad Hilton in Chicago.

Purdue's Robert Johnson thinks the disappearance of the freebie is long overdue. "Charity excepted," he says, "the notion that one receives something for nothing is a paradox anyway. If the consumer gets a matchbook free, he is paying for it indirectly in some other way. Whether the businessman counts it as advertising or not, it is still an item that must be accounted for in his profit-and-loss statement. There is no reason why a charge should not be levied for these items."

In other words, Milton Friedman was right in the first place.

Travel Barometer

winter 1980 (december 1979, january, february 1980)

Overall, Georgia travel indicators are healthier than they have been in over a year. There was a 3.3 percent net increase in sales and receipts and a 7 percent employment gain. Welcome center visits dropped off by one percent, while travel attraction attendance was up.

The Industry

Georgia travel firms grossed $1.5 billion in sales and receipts this winter, a 26.4 percent increase. Although much of this increase was due to the sharp rise in gasoline prices (15 percent during January and February), there was still a 3 percent margin of gain compared with an 8 percent loss nationally. However, individual components of the state's travel industry have risen at a slower pace than their national counterparts. For example, food away from home in the U.S. rose 10.7 percent in February while the Georgia increase was 8.2 percent, entertainment costs of the nation were up 8 percent compared with 0.5 percent in Georgia.

Travel industry employment was up 6.7 percent over winter 1979. The greatest increase was in recreation and amusement firms (14.1 percent), followed by an 8.7 percent employment gain in eating and drinking places. Also, beginning with this issue, new car dealerships have been eliminated from automotive services employment data for better comparison with sales and receipt data. The 6.7 percent increase is based on a revised 1979 employment total of 153,100.

Visits to Welcome Centers and Attractions

The Georgia Department of Industry and Trade added a new welcome center to its hospitality network at West Point (I-85 at the Alabama line). The eleven centers hosted almost a million visitors, slightly less than the previous year. Winter reports reverse a two-year trend of visitor declines first believed to be the result of changes in traffic counter equipment. Declines in vehicle miles of travel and more visitors from contiguous southeastern states are more likely reasons for the decreases. Travel attraction attendance, like other series reported in the barometer, paint an even brighter travel picture viewed without December data. During January and February, attraction visits increased 19 percent, sales and receipts rose 26.9 percent, welcome center visits were off only 0.6 percent, and employment maintained its 7 percent level.

Polly W. Hein

Table 1. Sales and Receipts, and Employment Estimates for the Travel Industry and Related Fields in Georgia, Winter 1980 With Percentage Changes from Winter 1979

	Sales and Receipts		Employment	
Type of Business	Volume ($000)	Change (%)	Number	Change (%)
Eating/drinking	387,452	13.2	93,190	8.7
Lodging	139,688	11.6	28,540	2.4
Recreation/amusement	26,083	14.5	11,240	14.1
Automotive	957,861	35.8	30,360	2.5
Total	1,511,084	26.4	163,330	6.7

Source: Georgia Department of Revenue Sales and Use Tax Unit; U.S. Department of Commerce Census of Business; and the Georgia Department of Labor.

Table 2. Attendance at Selected Travel Attractions in Georgia and Number of Visitors at Georgia Welcome Centers, Winter 1980 With Percentage Changes from Winter 1979

	Attendance		Visitors			Visitors		
Attraction	Number	Change (%)	Center	Number	Change (%)	Center	Number	Change (%)
Historical sites[1]	37,405	52.3	Atlanta	12,849	-22.9	Plains	23,967	-23.5
National monuments	311,602	27.0	Augusta	134,949	28.6	Ringgold	190,175	- 0.4
Recreation areas[2]	1,104,508	2.5	Columbus	24,915	-26.3	Savannah	40,415[4]	-27.0
State parks	1,243,306	- 0.8	Kingsland	158,925	6.4	Sylvania	22,240	- 5.6
Other attractions[3]	75,753	-14.7	Lavonia	106,993	30.6	Valdosta	185,146	-18.4
						West Point	10,439[5]	—[5]
Total	2,772,574	3.1				Total	911,413	- 1.4

[1]Sites maintained and managed by the Georgia Historical Commission.
[2]Callaway Gardens, Jekyll Island, Lake Lanier Islands, National Forest recreation, Stone Mountain Park.
[3]Agrirama, Cyclorama, J. G. Lowe Birthplace, Little Whitehouse, Rock City, Stone Mountain Game Ranch, Stone Mountain Plantation, Stone Mountain Railroad, Stone Mountain Skylift, Six Flags.
[4]Estimated. There is no traffic counter at Savannah.
[5]The West Point Welcome Center opened in January 1980.

Source: Based on reports from individual attractions and on estimates by the Research Division, Georgia Department of Industry and Trade, through analysis of vehicle counter reports and visitor registration sheets provided by Visitor Information Centers.

Georgia Stock Price Index

The Georgia Stock Price Index and the Dow Jones Industrial Average were both up at the end of April. The GSPI ended at 1099.339, up 51.855 (4.95%) over March's figure of 1047.485. The DJIA closed at 817.06, up 31.31 (3.98%) over last month's figure of 785.75. The recent improvement in the market is attributed to the sharp drop in the short-term interest rates.

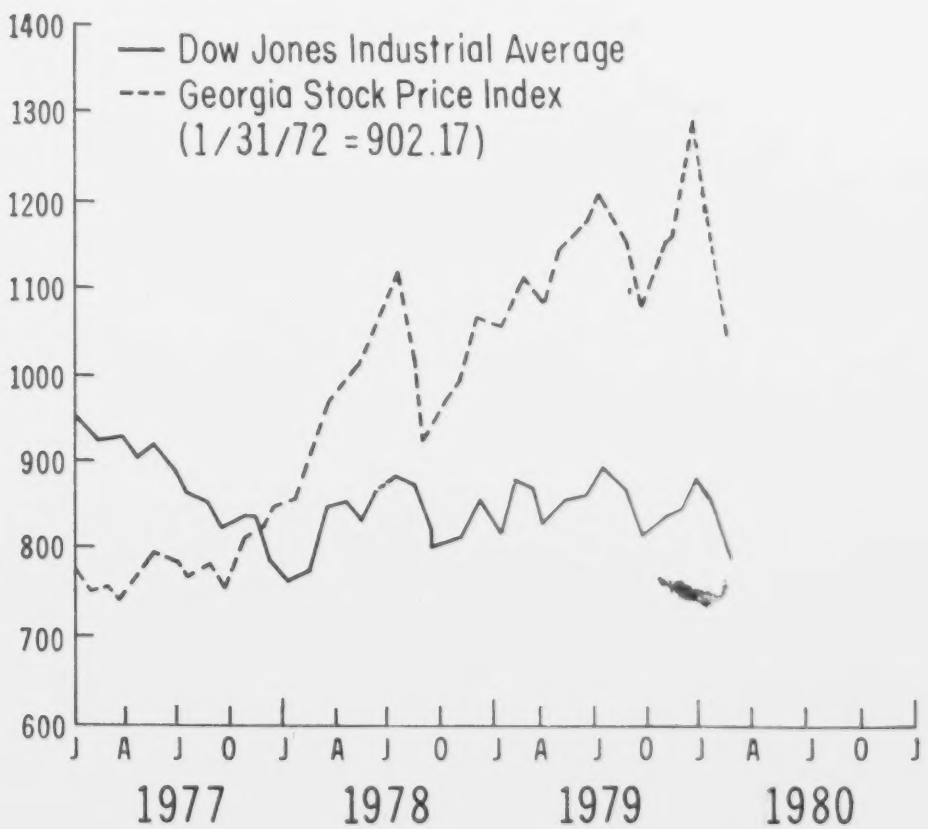
April's leading gainers were Munford, Inc., up 2.25 (33.96%) to 8.875; Glasrock, up 7.875 (29.30%) to 34.75; and Savannah Electric and Power, up 2.5 (27.03%) to 11.75. The biggest losers were Cagle's, which hit an all-time low this month, down 3.125 (51.02%) to 3.00; Genuine Parts, down 2.25 (9.84%) to 20.625; and Bibb Company, down 1.0 (8.33%) to 11.00. Eight stocks were down, nineteen were up, and one remained unchanged.

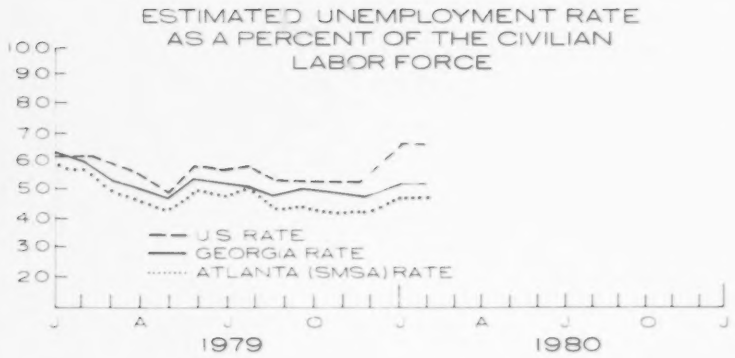
Both indices closed up again for the month of May. The GSPI ended at 1189.048, up 89.709 from April's figure of 1099.339 (8.16%). The DJIA closed at 850.85, up 33.79 (4.13%) from April's figure of 817.06.

The biggest gainers this month were Cagle's, up 1.0 (33.33%) to 4.0; Savannah Foods, up 3.25 (20.97%) to 18.75; and Royal Crown Companies, up 2.375 (20.65%) to 13.875. The only losers in May were Savannah Electric and Power, down .875 (7.45%) to 10.875; and Cousins Properties, down 1.25 (11.36%) to 9.75. Twenty-two stocks were up, two were down, and four remained unchanged.

Cris Forsthoff

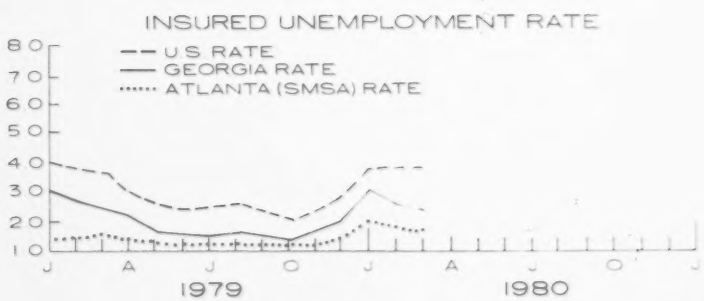
Source: Georgia Economic Forecasting Project





	U.S. RATE		GEORGIA RATE	ATLANTA RATE
	Adjusted	Unadjusted[1]	(Unadjusted)	(Unadjusted)
1979				
January	5.8	6.4	6.5	6.3
February	5.7	6.4	5.9	5.7
March	5.7	6.1	5.2	4.8
April	5.8	5.5	5.0	4.6
May	5.8	5.2	4.7	4.5
June	5.6	6.0	5.6	5.3
July	5.7	5.8	5.6	4.9
August	6.0	5.9	5.5	5.5
September	5.8	5.6	4.9	4.5
October	5.9	5.6	5.1	4.6
November	5.8	5.6	4.9	4.3
December	5.9	5.6	4.8	4.5
1980				
January	6.2	6.8	5.2	4.8
February	6.0	6.8	5.3	4.8

[1]For a more meaningful comparison with the Georgia and Atlanta rates, the U.S. unadjusted rate is the one presented in the graph.



	U.S. RATE	GEORGIA RATE	ATLANTA RATE
1979			
January	4.0	3.04	1.57
February	3.9	2.83	1.68
March	3.8	2.57	1.74
April	3.1	2.06	1.47
May	2.7	1.75	1.31
June	2.5	1.88	1.22
July	2.7	1.81	1.15
August	2.8	1.88	1.26
September	2.5	1.87	1.29
October	2.3	1.75	1.13
November	2.6	1.83	1.27
December	3.2	2.21	1.63
1980			
January	4.1	3.34	1.94
February	4.0	2.56	1.87

Source: U.S. Department of Labor, Bureau of Labor Statistics; Georgia Department of Labor, Manpower Resources Section.

ATLANTA CONSUMER PRICES
INDEX, 1967 = 100

	U.S.		ATLANTA	
Period	All Items	Food	All Items	Food
1976	170.5	180.8	169.2	185.8
1977	181.5	192.2	180.6	196.4
1978	203.6	206.3	203.1	211.0
1979	217.4	228.5	213.6	232.2
1980				
January	271.2	237.5	—	—
February	274.9	238.6	264.9	239.9

	ATLANTA			
Period	Housing	Apparel & Upkeep	Transportation	Health & Recreation
1976	175.8	144.5	154.6	167.7
1977	187.9	154.8	163.1	177.9
1978	201.8	163.7	170.7	—
1979	220.9	170.0	198.7	—

Local Business Activity

(BUSINESS DAYS - FEB 1980 -- 21, FEB 1979 -- 20, JAN 1980 -- 22)

AREA[a]	1. ELECTRICITY CONSUMED JAN 1980 (000 KWH)	FEB 1980 (000 KWH)	PERCENT CHANGE[b] FEB 1979	JAN 1980	2. WATER PUMPED, FINISHED JAN 1980 (000 GALS)	FEB 1980 (000 GALS)	PERCENT CHANGE[b] FEB 1979	JAN 1980	3. NEW PASSENGER CAR REGISTRATIONS (RE-USE RESTRICTED) JAN 1980 (NO.)	FEB 1980 (NO.)	PERCENT CHANGE[b] FEB 1979	JAN 1980	4. TELEPHONES IN SERVICE JAN 1980 (NO.)	FEB 1980 (NO.)
ALBANY					541102	388615	3	-14	237	347	1	46	81722	81908
AMERICUS					93794	87242	34	-7	71	82	-21	15	16885	16925
ATHENS					375013	364193	4	-2	172	240	13	40	70150	70362
AUGUSTA					610493	564811	1	-7	597	774	11	30	153627	153971
BAINBRIDGE					56761				37	62	-9	68	14737	14812
BRUNSWICK					196071	196647	-19	0	152	217	27	43	35045	35156
COLUMBUS		DATA DELAYED			720680	727051	-1	1	322	575	10	78	133672	133589
DALTON					983606	934583	-3	-5	215	255	9	19	48884	49061
DUBLIN					62129	58669	9	-6	102	150	29	47	20981	21043
ELBERTON					38457	37245	10	-3	57	59	20	4	11025	11061
GAINESVILLE					323477	275477	-6	-15	165	245	15	48	44424	44685
GRIFFIN					166720	155585	8	-7	89	146	11	64	33042	33103
LAGRANGE					156933	154783	0	-1	97	121	-13	25	28154	28232
MACON					718156	678831	20	-5	456	520	-2	14	122839	122596
MOULTRIE	2969				80897				47	78	-21	66	19252	19303
NEWNAN					83753	76266	0	-9	108	125	5	16	22996	23184
ROME					293370	272840	7	-7	225	230	-12	2	58987	59235
SAVANNAH	181143	190362	4	5	632489	660858	15	4	504	771	5	53	154868	155211
THOMASVILLE	21562	20990	-1	-3	86472	84981	-11	-2	113	95	-27	-16	22058	22017
VALDOSTA					133376	131010	6	-2	148	217	-6	47	44429	44591
WAYCROSS					74304	68352	-6	-8	129	105	0	-18	26144	26175
GEORGIA	(000)	(000)							15985	20325	5	27	(000) 3740[c]	(000) 3751[c]

AREA[a]	SAVINGS AND LOAN ASSOCIATIONS[d] MORTGAGE LOANS CLOSED JAN 1980 ($000)	FEB 1980 ($000)	PERCENT CHANGE[b] FEB 1979	JAN 1980	NEW SAVINGS AND INVESTMENTS JAN 1980 ($000)	FEB 1980 ($000)	PERCENT CHANGE[b] FEB 1979	JAN 1980	W/D* JAN 1980 (1/0)	W/D* FEB 1980 (1/0)	5. INSURED UNEMPLOYMENT WEEKS COMPENSATED JAN 1980 (NO.)	FEB 1980 (NO.)	PERCENT CHANGE[b] FEB 1979	JAN 1980	PAYMENTS JAN 1980 ($)	FEB 1980 ($)	PERCENT CHANGE[b] FEB 1979	JAN 1980
ALBANY											422	3430	1125	713	30281	246972	1152	716
AMERICUS											1904	1238	85	-35	111177	79568	86	-28
ATHENS											3383	3730	1487	10	230755	204195	1284	-15
AUGUSTA											5136	4466	119	-13	356655	313818	113	-12
BAINBRIDGE											1478	858	148	-42	96693	61266	161	-37
BRUNSWICK											1870	1582	0	-15	127651	110516	5	-13
COLUMBUS											5752	5198	15	-10	381910	357408	18	-6
DALTON											4999	3229	26	-35	337288	238756	32	-29
DUBLIN											1916	1061	-27	-45	113239	72033	-22	-36
ELBERTON											1824	1386	116	-24	127823	102985	138	-19
GAINESVILLE					DATA DELAYED						3913	2834	77	-28	286103	220227	86	-23
GRIFFIN											1876	1407	-32	-25	132607	103681	1629	-22
LAGRANGE											2575	1816	10	-29	172678	132616	13	-23
MACON											504	4144	614	722	316457	297145	659	-6
MOULTRIE											1240	1023	31	-17	82187	71580	38	-13
NEWNAN											1583	1217	-25	-23	112176	91140	-24	-19
ROME											5200	3792	149	-27	373348	290489	147	-22
SAVANNAH											6067	5415	314	-11	439320	395292	307	-10
THOMASVILLE											1071	948	156	-11	76200	66523	184	-13
VALDOSTA											1809	1610	82	-11	119457	115010	81	-4
WAYCROSS											1962	1223	53	-38	117366	81931	62	-30
GEORGIA											241104	186039	17	-23	(000) 17178	(000) 13955	21	-19

*JANUARY WITHDRAWALS AS PERCENT OF JANUARY SAVINGS, FEBRUARY WITHDRAWALS AS PERCENT OF FEBRUARY SAVINGS.

[a]AREAS- 1) LOCAL POWER AREAS. 2) CITY SYSTEMS. 3) COUNTIES. 4) CITY EXCHANGES. 5) CITIES. 6) COUNTIES.

[b]THE PERCENTAGE CHANGE COLUMNS REPRESENT THE CHANGE 1) IN FEBRUARY 1980 FROM FEBRUARY 1979, 2) IN FEBRUARY 1980 FROM JANUARY 1980.

[c]INCLUDES ONLY SOUTHERN BELL TELEPHONE AND TELEGRAPH AND GENERAL TELEPHONE OF THE SOUTHEAST.

[d]98 ASSOCIATIONS IN GEORGIA IN FEBRUARY 1980.

SOURCE- 1) POWER COMPANIES AND CITY ENGINEERS. 2) CITY ENGINEERS. 3) COURTESY OF R. L. POLK AND CO. RE-USE ONLY BY PERMISSION OF R. L. POLK AND COMPANY. 4) TELEPHONE COMPANIES. 5) FEDERAL HOME LOAN BANK OF ATLANTA, GEORGIA. 6) GEORGIA EMPLOYMENT SECURITY AGENCY, DEPARTMENT OF LABOR.

The Atlanta Area

ACTIVITY AND AREA[a]	JAN 1980	FEB 1980	PERCENT CHANGE[b] FEB 1979	JAN 1980
1. Electricity Consumed (000 KWH)				
Atlanta				
Decatur				
Marietta				
2. Savings and Loan Associations[d]		DATA DELAYED		
Mortgage Loans Closed ($000)				
Atlanta				
Decatur				
New Savings and Investments ($000)				
	JAN W(*)	FEB W(*)		
Atlanta		DATA DELAYED		
Decatur				
3. Telephones in Service				
Atlanta	928985	930127	2	0

ACTIVITY AND AREA[a]	JAN 1980	FEB 1980	PERCENT CHANGE[b] FEB 1979	JAN 1980
4. Water Pumped (000 Gallons)				
Dekalb County	1674107	1627412	10	-3
5. New Passenger Car Registrations**				
(Re-use restricted)				
Clayton County	436	757	19	74
Cobb County	1146	1681	56	47
Dekalb County	1953	2295	-1	19
Fulton County	2594	3042	-11	17
Gwinnett County	699	819	25	17
6. Insured Unemployment				
Weeks Compensated				
Atlanta SMSA				
(5 Counties)	66337	55885	117	-16
Payments ($)				
Atlanta SMSA				
(5 counties)	4353586	4424263	115	2

FOOTNOTES AND SOURCE NOTES ON PRECEDING PAGE.

**COURTESY OF R. L. POLK AND CO. -RE-USE ONLY BY PERMISSION OF R. L. POLK AND CO.

Other Activities

ADVERTISING LINAGE (000) - CITIES

	NUMBER OF PAPERS REPORTED	JAN 1980	FEB 1980	PERCENT CHANGE[b] FEB 1979	JAN 1980
ALBANY	1	1803	1767	-1	-2
AMERICUS	1	365	324	9	-11
COLUMBUS	1	1414	1520	100	8
DUBLIN	1	590	564	0	-6
GAINESVILLE	1	1066	1112	100	4
MACON	1	1520	1732	-1	14
ROME	1	849	827	1	-3
WAYCROSS	1	96	95	59	-1

SOURCE: LOCAL NEWSPAPERS.

NONAGRICULTURAL EMPLOYMENT - STANDARD METROPOLITAN AREAS

	FEB 1980	FEB 1979	PERCENT CHANGE[b] JAN 1980	FEB 1979	JAN 1980
MANUFACTURING HOURS AND EARNINGS					
AVERAGE WEEKLY HOURS					
ATLANTA	39.8	38.1	39.3	4	1
SAVANNAH	42.8	41.2	42.9	4	0
GEORGIA	40.3	39.1	40.3	3	0
AVERAGE HOURLY EARNINGS ($)					
ATLANTA	6.49	6.03	6.43	8	1
SAVANNAH	7.20	6.59	7.19	9	0
GEORGIA	5.55	5.14	5.52	8	1

BUILDING AUTHORIZED ($000) - CORPORATE LIMITS OF COUNTIES AND CITIES

	RESIDENTIAL UNITS JAN 1980	FEB 1980	RESIDENTIAL VALUE JAN 1980	FEB 1980	ALL BUILDING VALUE FEB 1980	FEB 1979	JAN 1980
COUNTIES (also see cities)							
CHATHAM	30	39	1544	2043	3963	3289	2483
CLAYTON	47	40	1583	1226	2139	2802	2329
COBB	300	316	8907	9654	12768	10156	19873
DEKALB	121	123	4254	4434	13101	8538	15192
DOUGHERTY	12	13	497	461	649	2542	764
FULTON	84	96	2661	4828	11815	8012	4901
GLYNN	18	15	712	837	1103	1099	937
GWINNETT	344	355	10784	15719	19862	13397	14277
RICHMOND	80	48	1141	1105	1676	3943	1703
CITIES							
ALBANY	10	24	421	773	2191	1468	731
AMERICUS	2	14	96	295	432	56	1076
ATHENS	9	41	311	886	5496	852	7114
ATLANTA	114	13	4109	1127	19001	5929	15609
AUGUSTA	3	10	155	210	621	309	415
BAINBRIDGE	2	3	117	93	104	53	202
BRUNSWICK	0	0	0	0	392	466	283
COLUMBUS-MUSCOGEE	31	32	1751	1255	2148	2883	3108
DECATUR	0	0	0	0	150	334	222
DUBLIN	5	7	174	218	286	185	227
ELBERTON	0	0	0	0	35	107	43
GAINESVILLE	2	3	160	142	408	417	379
LAGRANGE	1	2	35	43	3378	717	927
MACON-BIBB	20	52	1042	2094	3908	3647	2193
MARIETTA	228	25	3449	889	1577	791	5164
ROME	3	9	152	214	525	279	361
SAVANNAH	6	10	259	392	5825	3092	2275
THOMASVILLE	5	6	187	235	1483	165	486
VALDOSTA	9	13	362	501	826	871	658
WARNER ROBINS	14	73	443	876	979	681	674
WAYCROSS	4	2	83	64	346	205	376

SOURCE - THE UNITED STATES BUREAU OF THE CENSUS (FROM LOCAL ISSUING OFFICIALS).

NUMBER OF WORKERS		NET CHANGE FROM FEB 1979	JAN 1980	PERCENT CHANGE FEB 1979	JAN 1980
ALL EMPLOYMENT					
ALBANY	45200	1800	100	4	0
ATLANTA	941100	29500	5700	3	1
AUGUSTA	121500	2000	-200	2	0
COLUMBUS	82400	900	-100	1	0
MACON	95100	400	-300	0	0
SAVANNAH	83800	-1100	-400	-1	0
GEORGIA	2132400	52200	9000	3	0
CONTRACT CONSTRUCTION					
ALBANY	3200	-1100	-200	-26	-6
ATLANTA	38300	200	-1100	1	-3
AUGUSTA	6300	100	0	2	0
COLUMBUS	3600	-400	-100	-10	-3
MACON	4200	0	-100	0	-2
SAVANNAH	4500	-500	0	-10	0
GEORGIA	96900	2000	100	2	0
MANUFACTURING					
ALBANY	11500	1500	200	13	2
ATLANTA	141600	1700	1600	1	1
AUGUSTA	36400	300	-100	1	0
COLUMBUS	21500	100	0	0	0
MACON	16000	700	-100	5	-1
SAVANNAH	16200	-500	0	-3	0
GEORGIA	524700	1600	1700	0	0
TRADE					
ALBANY	9800	200	0	2	0
ATLANTA	260500	9300	-600	4	0
AUGUSTA	22800	0	300	0	1
COLUMBUS	16600	-800	-100	-5	-1
MACON	20100	0	0	0	0
SAVANNAH	19600	200	100	1	1
GEORGIA	498100	18800	-1300	4	0

SOURCE - GEORGIA EMPLOYMENT SECURITY AGENCY, DEPARTMENT OF LABOR.

Sales in Georgia

INDUSTRY	JAN (000)	FEB (000)	PERCENTAGE CHANGE(1) FEB	JAN
FOOD	542932	534928	-1	-1
AUTOMOTIVE	298017	366283	-19	24
GENERAL MERCHANDISE	348004	355543	15	2
FURNITURE	137393	132309	16	-4
APPAREL	53540	56702	19	6
MISCELLANEOUS	135881	136118	-7	0

COUNTY	JAN	FEB	PERCENTAGE CHANGE(1) FEB	JAN
APPLING	1836	1947	1	10
ATKINSON	1294	1423	6	10
BACON	1021	1401	-13	4
BAKER	443	521	-5	19
BALDWIN	2894	10119	6	2
BANKS	4183	1825	-55	-56
BARROW	6216	7192	6	16
BARTOW	13866	15952	11	15
BEN HILL	6972	8740	-20	25
BERRIEN	3084	3720	22	15
BIBB	73220	67402	1	-8
BLECKLEY	2366	2729	-18	4
BRANTLEY	1682	1584	15	-6
BROOKS	3592	3098	-14	14
BRYAN	2821	3013	-36	7
BULLOCH	12542	13104	-12	5
BURKE	4608	4458	-3	-3
BUTTS	5058	5295	-16	5
CALHOUN	1343	1334	-2	-1
CAMDEN	11821	9061	16	-23
CANDLER	2970	2676	-17	-10
CARROLL	22994	19651	-10	-15
CATOOSA	10553	6871	-38	-35
CHARLTON	2208	1989	-7	-10
CHATHAM	134872	155331	13	14
CHATTAHOOCHEE	515	692	-1	35
CHATTOOGA	10633	9528	10	-10
CHEROKEE	9677	11044	3	14
CLARKE	34013	35798	5	5
CLAY	324	431	-16	33
CLAYTON	50651	53859	21	6
CLINCH	2216	2409	-2	9
COBB	131652	149367	14	13
COFFEE	9634	9897	-7	3
COLQUITT	13598	14045	-10	4
COLUMBIA	6433	6057	-27	-7
COOK	3906	3426	-25	-12
COWETA	13315	14006	10	5
CRAWFORD	809	1011	-24	10
CRISP	10291	10582	-6	3
DADE	7071	3675	-51	-48
DAWSON	911	780	-11	-15
DECATUR	9975	10581	-1	6
DEKALB	254257	253629	13	0
DODGE	4668	5231	-21	-31
DOOLY	3940	3928	-27	0
DOUGHERTY	51547	60277	-7	31
DOUGLAS	16947	16111	-3	-4
EARLY	10310	8078	-11	10
ECHOLS	47	92	-39	11
EFFINGHAM	2591	2976	-12	15
ELBERT	6476	7724	8	19
EMANUEL	6326	6195	-16	-2
EVANS	4302	3412	-19	-7
FANNIN	4139	3065	-8	-8
FAYETTE	5351	5993	18	12
FLOYD	51607	53852	-6	4
FORSYTH	9130	10038	11	17
FRANKLIN	6446	5928	-2	-8
FULTON	450731	480682	12	7
GILMER	3990	3735	-8	-7
GLASCOCK	162	126	-45	-22
GLYNN	31443	29917	-26	-5
GORDON	8155	8514	-5	4
GRADY	6271	5958	-19	-5
GREENE	2849	3610	10	27
GWINNETT	65004	70527	20	8
HABERSHAM	10167	11115	10	9
HALL	55219	56765	19	4
HANCOCK	1149	1302	-15	13
HARALSON	5116	4788	-13	-7
HARRIS	2321	3068	9	32
HART	5105	5549	1	9
HEARD	912	857	3	-6
HENRY	8457	8847	-12	5
HOUSTON	27465	27249	5	-1
IRWIN	2157	1916	-17	-11
JACKSON	11160	11574	3	4
JASPER	1728	4338	153	151
JEFF DAVIS	5349	6161	10	15
JEFFERSON	6623	6908	0	4
JENKINS	2232	2918	9	31
JOHNSON	1261	1570	-20	25
JONES	3918	5177	8	32
LAMAR	3366	3672	11	9
LANIER	1926	2005	11	4
LAURENS	12924	13454	-3	4
LEE	1642	1971	160	20
LIBERTY	8091	8202	10	1
LINCOLN	1061	1215	0	15
LONG	248	244	-38	-2
LOWNDES	30417	31869	-11	5
LUMPKIN	2780	2715	11	-2
MACON	2870	3240	-11	13
MADISON	1743	1540	-14	-12
MARION	992	874	-27	-12
MCDUFFIE	7139	7759	16	9
MCINTOSH	2235	2370	-15	6
MERIWETHER	4187	3914	-24	-7
MILLER	1838	1927	12	5
MITCHELL	7037	7600	0	8
MONROE	4390	3967	-24	-10
MONTGOMERY	1693	1467	-29	-13
MORGAN	4303	4016	4	-7
MURRAY	5602	5898	4	5
MUSCOGEE	67548	85737	3	27
NEWTON	9268	9483	-5	2
OCONEE	1563	1478	-5	-5
OGLETHORPE	1202	1369	-4	14
PAULDING	4886	5230	-19	7
PEACH	5331	4603	-14	-13
PICKENS	3670	3413	1	-7
PIERCE	2990	3019	-24	1
PIKE	753	658	-21	-13
POLK	9534	9396	-2	-1
PULASKI	2603	2672	-17	3
PUTNAM	5292	5725	4	27
QUITMAN	177	152	-15	-9
RABUN	2929	3375	-2	15
RANDOLPH	2263	2969	-9	-2
RICHMOND	87273	91577	-4	5
ROCKDALE	11160	12390	20	17
SCHLEY	640	653	-25	2
SCREVEN	4996	4801	-4	-4
SEMINOLE	4612	4570	-11	-1
SPALDING	16845	18625	5	11
STEPHENS	9644	9608	0	0
STEWART	1527	1467	-7	-4
SUMTER	11201	10447	-8	-7
TALBOT	827	809	-15	-2
TALIAFERRO	163	188	-34	15
TATTNALL	4206	5065	-6	11
TAYLOR	6730	6200	-2	-8
TELFAIR	3022	3161	-10	10
TERRELL	2695	2875	-10	7
THOMAS	15400	16475	1	7
TIFT	11020	12815	-24	16
TOOMBS	9899	10001	1	10
TOWNS	2438	1852	-21	-24
TREUTLEN	1262	1151	-18	-9
TROUP	21861	25709	6	18
TURNER	2494	2251	-30	-10
TWIGGS	1112	1121	15	1
UNION	2613	2291	0	-12
UPSON	7299	7797	-17	7
WALKER	14498	11613	-26	-20
WALTON	11582	10896	10	-6
WARE	15260	15202	-2	0
WARREN	2064	1623	15	-21
WASHINGTON	6622	7256	3	10
WAYNE	12930	13638	21	5
WEBSTER	170	250	-15	51
WHEELER	844	786	-24	-7
WHITE	2682	3302	10	26
WHITFIELD	43621	49716	-1	9
WILCOX	1182	1051	-20	-11
WILKES	4553	5122	-8	12
WILKINSON	2636	3207	-43	18
WORTH	4229	5069	0	20
TOTAL	2361763	2483185	3	5

(1) THE THREE PERCENTAGE CHANGE COLUMNS REPRESENT THE CHANGE (1) IN JANUARY 1980 FROM JANUARY 1979, 2) IN JANUARY 1980 FROM DECEMBER 1979.

SOURCE--DERIVED BY THE DIVISION OF RESEARCH, COLLEGE OF BUSINESS ADMINISTRATION, UNIVERSITY OF GEORGIA, FROM DATA OF SALES AND USE TAX UNIT, GEORGIA DEPARTMENT OF REVENUE. SALES INCLUDE THE VALUE OF ALL TAXABLE ITEMS, AS REPORTED BY FIRMS SELLING OR ACQUIRING THEM, PLUS PENALTIES AND INTEREST COLLECTED.

Indexes of Economic Activity in Georgia

BANK DEBITS
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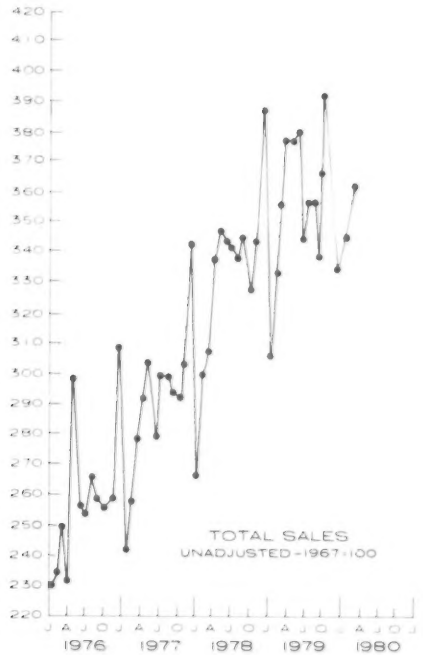

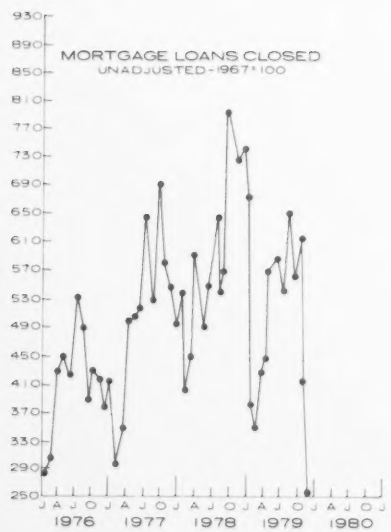

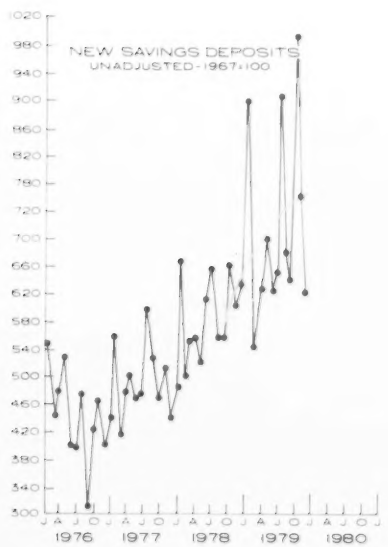

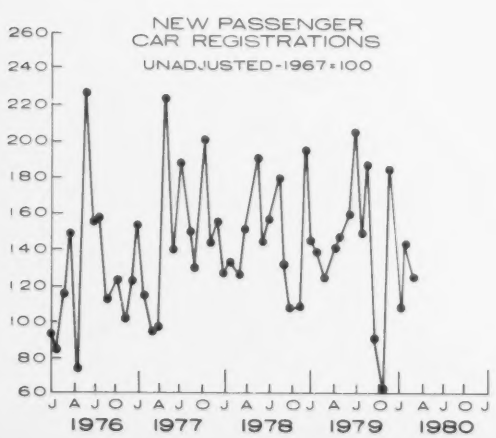

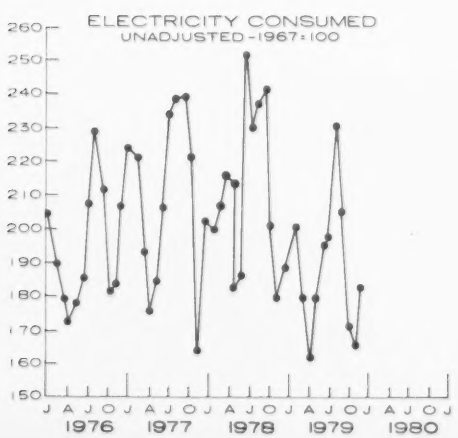

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IN THIS ISSUE

DIRECT PERSONAL SELLING 1

THE GEORGIA STOCK PRICE INDEX 2

THE GEORGIA ECONOMY
- Local Business Activity 4
- Sales in Georgia 6
- Unemployment Rates 7
- Consumer Prices 7
- Indexes of Economic Activity 8

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Direct Personal Selling: A New Approach

Charles L. Lapp and Kenneth J. Lacho

Many dramatic changes have occurred in the marketing of goods and services during the past ten years. Trends and market conditions for the 1980s will produce even more dramatic changes. For example, the gasoline crisis will force direct salesmen to conserve on gasoline by making appointments via the telephone and mail, scheduling their calls for minimum travel and maximum efficiency in the amount of sales made on each contact. In addition, the "no peddlers allowed" signs in some subdivisions force direct salesmen to do more selling by the home party plan. And, as more women enter the work force, fewer calls can be made on them at home during the day, so sales representatives have to make arrangements for visits during a day off or during evening hours.

Twenty years ago marketing was considered to be the creation and delivery of a standard of living. The current view is one of a system of interacting business activities to develop, promote, and distribute goods and services to customers at a profit. This change suggests a number of considerations for a new marketing approach in direct selling organizations.

CUSTOMER AWARENESS

Although everyone in the company should be customer-oriented, it is most important that the direct salesman have a "feel" for the customer. As a result, a perceptive salesman can individualize his relationship with each buyer. For instance, consider the food manufacturer's representative who calls at the retail grocery store level. Normally, he would have a much more formal relationship with chain store managers than with the independent store owners or managers.

The customer awareness concept recognizes that it is more profitable to help a customer buy the product he wants in the way he wants to buy it. That is, he should fit his approach to the buyer's predisposition about the product. His ideal approach is to learn as much as he can about the client and the potential customer. Then he can develop a sales strategy to "help" the person buy that particular item. Letting the customer find his own reasons for buying can be implemented in several ways. The salesman can listen more, observe carefully, and ask questions. In addition, he should understand nonverbal communication.

ELEMENTS OF DIRECT SELLING

The direct salesman should be responsive to changes in consumer buying behavior and to competitors' actions. In spite of advances in marketing research techniques and sophisticated information systems, the salesman still plays an important role in feeding back information to the company. This feedback is crucial to helping his company adjust to short-run tactical moves of competitors.

Of course, the importance of profits is not to be overlooked. Some company executives still feel that it is the salesman's job to sell, and the finance manager's job to see that profits are made. This view is changing as company executives realize that sales representatives make decisions that affect company profits. They decide how to spend money upon which specific customer targets. However, cooperation of the home office is vital to this aspect of sales.

Even though personal selling remains the most important and successful way of finalizing sales, some combination of personal selling with other demand creation stimulants such as advertising, sales promotion, and publicity is quite effective. Direct salesmen recognize advertising's support value in promoting product acceptance. Since visibility is important, business cards, catalogs, brochures, press releases, telephone and mail contact all contribute the sales success. In addition, representatives who allocate some time to professional, trade association, or community activities seem to be monetarily rewarded, as these functions increase public awareness of products.

Another important consideration is that a consumer is buying more than a product for a specific purpose. In doing so, he is also expressing a certain amount of satisfaction with that product's performance and with the manufacturer's reputation. Other aspects being equal, the salesman can make the difference in whether the consumer chooses his product or the competitor's.

CHARLES L. LAPP is professor of marketing at the University of Dallas and KENNETH J. LACHO is professor of marketing at the University of New Orleans.

The Georgia Stock Price Index

The Dow Jones Industrial Average and the Georgia Stock Price Index were both up again for the month of June. The DJIA ended at 867.92, up 17.07 (2.01%) over May's figure of 850.85. The GSPI ended June at 1218.617, up 29.569 (2.49%) over the previous month's 1189.048.

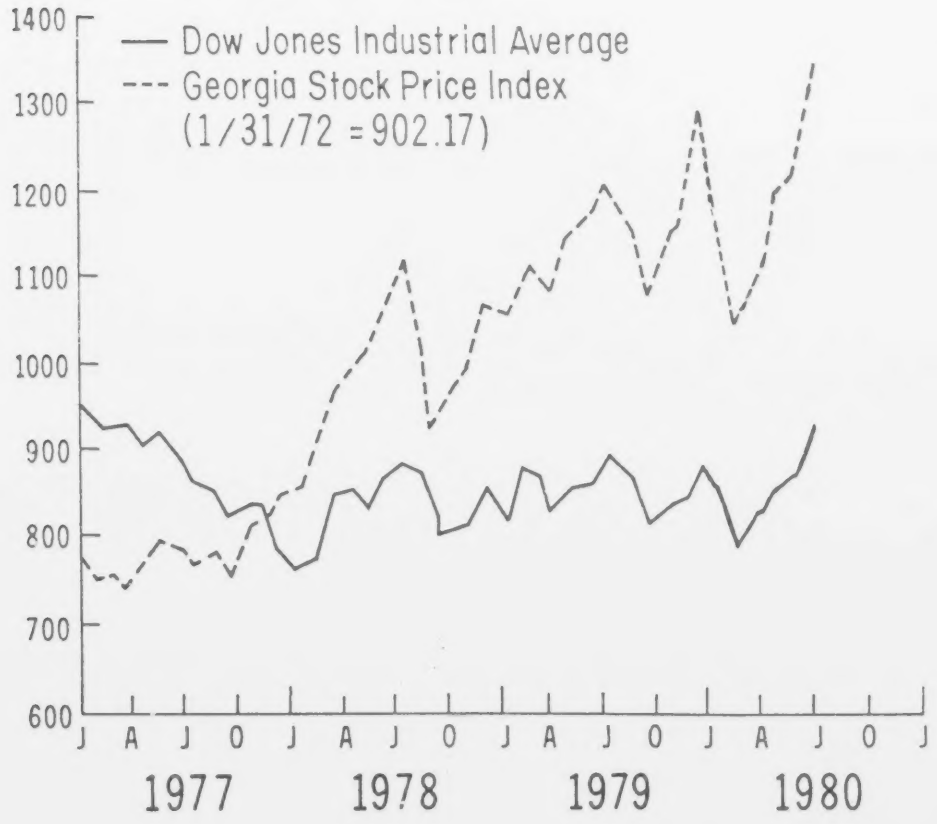
The stocks were mixed as sixteen were up, nine were down, and three remained unchanged. The biggest gainers in June were Cousins Properties, up 2.00 (20.51%) to 11.75; Flowers Industries, up 2.125 (18.48%) to 13.625; and Columbus Mills, up .625 (16.67%) to 4.375. The biggest losers were Munford, Inc., down 2.25 (24.00%) to 7.125; Bibb Company, down 1.25 (10.42%) to 10.75; and Central Soya, down 1.375 (10.28%) to 12.00.

Both indices closed up at the beginning of the third quarter. The DJIA ended July at 935.32, up 67.4 (7.77%) over June's closing figure of 867.92. The GSPI zoomed to its highest ever—1353.285, up 134.67 (11.05%) over June.

July's leading gainers were Republic Airlines, up 5.166 (54.90%) to 14.575; Scientific-Atlanta, up 11.5 (39.44%) to 37.125; and Oxford Industries, up 3.5 (35.44%) to 13.375. The losers were Southern Company, down 1.125 (8.26%) to 12.5; Savannah Electric & Power, down .75 (6.90%) to 10.125; Bibb Company, down .625 (5.81%) to 10.125; and Shaw Industries, down .125 (2.63%) to 4.625. In all, twenty-three stocks were up, four down, and one remained unchanged.

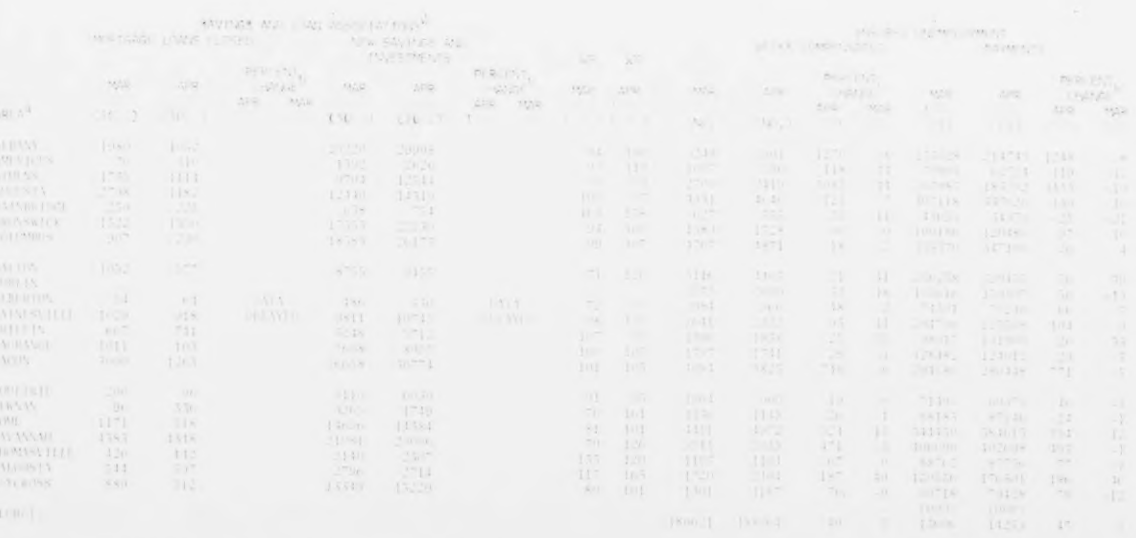
Cris Forsthoff

Source: Georgia Economic Forecasting Project



	Georgia Stock Price Index	% Change	Dow Jones Industrial Average	% Change
1978				
January	832.5	- .346	769.92	- 7.369
February	844.232	1.409	742.12	- 3.611
March	899.121	6.502	757.36	2.054
April	954.407	6.149	837.32	10.558
May	985.354	3.243	840.61	.393
June	1004.785	1.972	818.95	- 2.525
July	1052.141	4.713	862.27	5.290
August	1119.187	6.372	876.82	1.687
September	1096.719	- 2.008	865.82	- 1.255
October	910.496	-16.980	792.45	- 8.474
November	949.374	4.270	799.03	.830
December	974.722	2.670	805.01	.748
1979				
January	1049.980	7.721	839.22	4.250
February	1045.258	- .450	808.82	- 3.622
March	1096.130	4.870	862.18	6.600
April	1111.933	1.442	854.90	- .844
May	1088.626	- 2.096	822.33	- 3.810
June	1131.858	3.971	841.98	2.389
July	1179.276	4.189	846.42	.527
August	1208.086	2.548	887.63	4.868
September	1169.564	- 3.189	878.58	- 1.020
October	1097.041	- 6.201	815.70	- 7.157
November	1135.369	3.494	822.35	.815
December	1160.547	2.217	838.74	1.993
1980				
January	1296.389	11.705	875.85	4.424
February	1175.126	- 9.354	854.44	- 2.444
March	1047.485	-10.862	785.75	- 8.039
April	1099.339	4.950	817.06	3.985
May	1189.048	8.160	850.85	4.135
June	1218.617	2.487	867.92	2.001
July	1353.285	11.051	935.32	7.766

Local Business Activity



[1] MARCH KILOWATTHOURS AS PERCENT OF MARCH SALES, APRIL KILOWATTHOURS AS PERCENT OF APRIL SALES.

[2] AREAS: 12 LOCAL POWER AREAS, 21 CITY SYSTEMS, 71 COUNTIES, 11 CITY EXCHANGES, 12 CITIES, 12 COUNTIES.

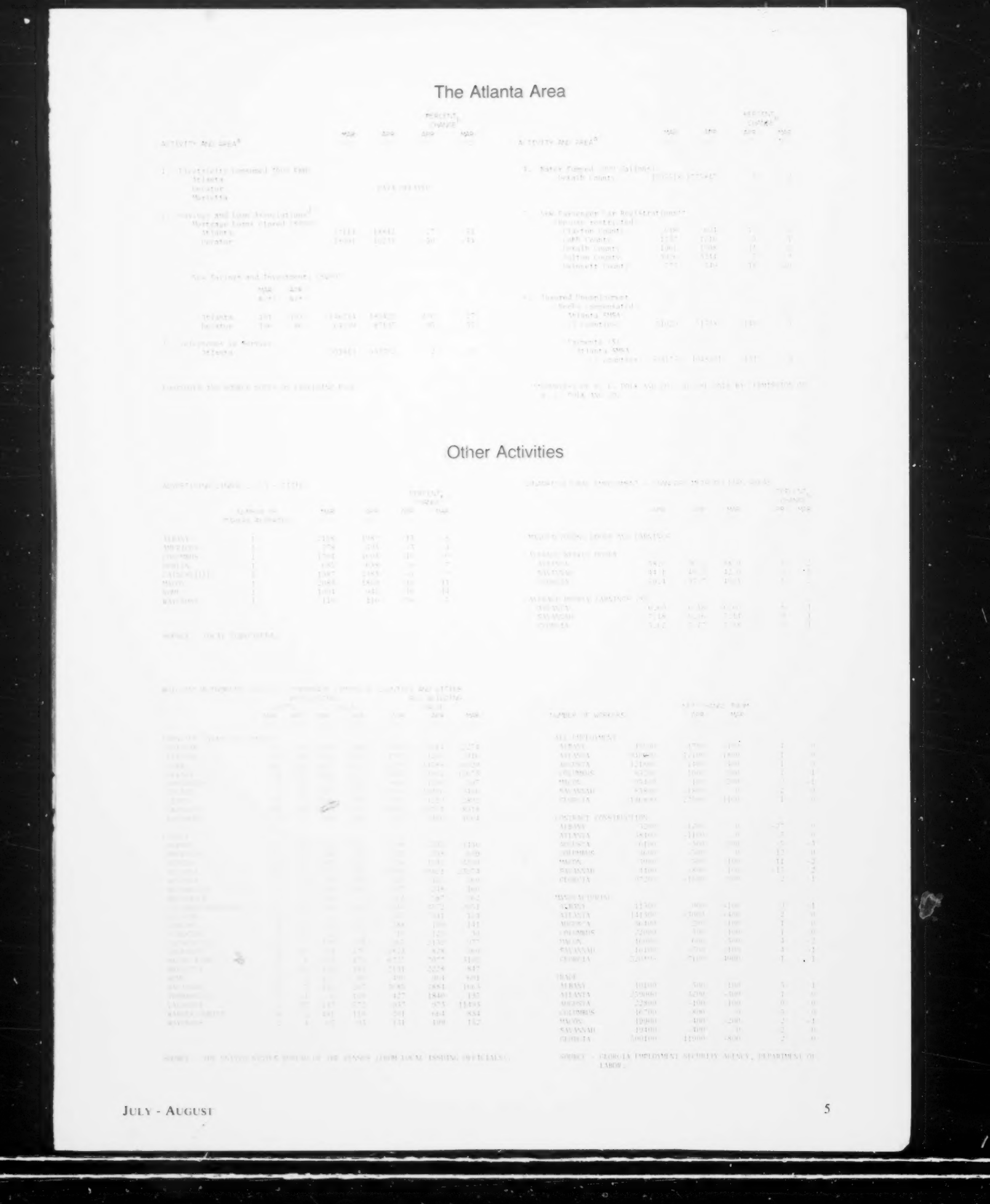
[3] THE TWO PERCENTAGE CHANGE COLUMNS REPRESENT THE CHANGE 1) IN APRIL 1980 FROM APRIL 1979, 2) IN MARCH 1980 FROM MARCH 1979.

[4] INCLUDES ONLY SOUTHERN BELL TELEPHONE AND TELEGRAPH AND GENERAL TELEPHONE OF THE SOUTHEAST.

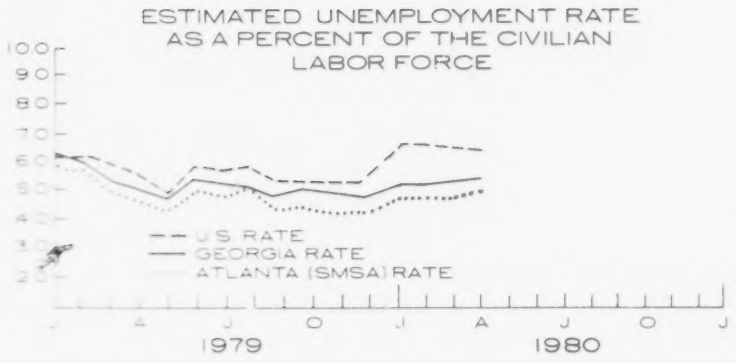
[5] 95 ASSOCIATIONS IN GEORGIA IN APRIL 1980.

SOURCE: 12 POWER COMPANIES AND CITY PLANNERS, 21 CITY ENGINEERS, 11 OFFICERS OF R. L. POLK AND CO., INC. (USED BY PERMISSION OF R. L. POLK AND COMPANY), 11 TELEPHONE COMPANIES, 12 FEDERAL HOME LOAN BANK OF ATLANTA, GEORGIA, AND GEORGIA EMPLOYMENT SECURITY AGENCY, DEPARTMENT OF LABOR.

The Atlanta Area

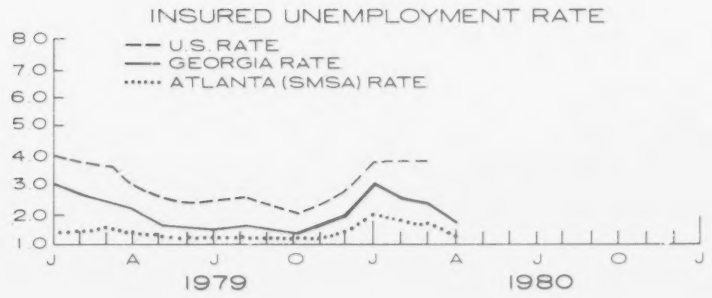


Other Activities



	U.S. RATE Adjusted	U.S. RATE Unadjusted*	GEORGIA RATE (Unadjusted)	ATLANTA RATE (Unadjusted)
1979				
January	6.8	6.4	6.5	6.3
February	5.7	6.4	5.8	5.7
March	5.1	6.1	5.2	4.8
April	5.8	5.5	5.0	4.6
May	5.6	5.2	4.7	4.5
June	5.6	6.0	5.6	5.3
July	5.7	5.8	5.6	4.9
August	6.0	5.9	5.5	5.5
September	5.8	5.6	4.9	4.5
October	5.9	5.6	5.1	4.6
November	5.8	5.5	4.9	4.3
December	5.9	5.6	4.8	4.5
1980				
January	6.2	6.8	5.2	4.8
February	6.0	6.8	5.3	4.8
March	6.2	6.6	5.6	4.9
April	7.0	6.6	5.7	5.1

*For a more meaningful comparison with the Georgia and Atlanta rates, the U.S. unadjusted rate is the one presented in the graph.



	U.S. RATE	GEORGIA RATE	ATLANTA RATE
1979			
January	4.0	3.04	1.57
February	3.9	2.83	1.68
March	3.8	2.57	1.74
April	3.1	2.08	1.47
May	2.7	1.75	1.31
June	2.5	1.88	1.22
July	2.7	1.81	1.15
August	2.8	1.68	1.26
September	2.5	1.87	1.29
October	2.3	1.75	1.13
November	2.6	1.83	1.27
December	3.2	2.21	1.63
1980			
January	4.1	3.34	1.94
February	4.0	2.56	1.87
March	4.1	2.37	1.74
April	—	1.89	1.18

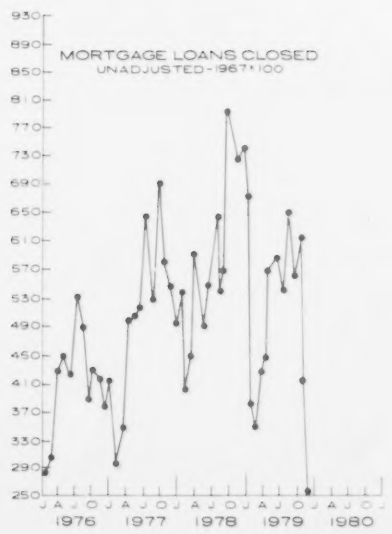
Source: U.S. Department of Labor, Bureau of Labor Statistics; Georgia Department of Labor, Manpower Resources Section.

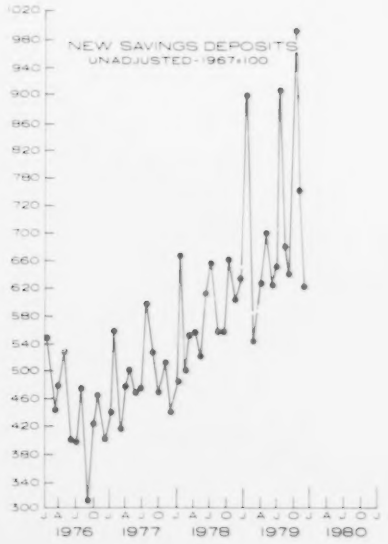
ATLANTA CONSUMER PRICES
INDEX: 1967 = 100

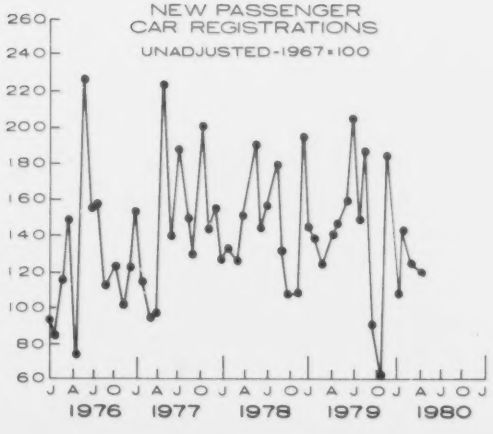
Period	U.S. All Items	U.S. Food	ATLANTA All Items	ATLANTA Food
1976	170.5	180.8	169.2	185.8
1977	181.5	192.2	180.6	196.4
1978	203.6	206.3	203.1	211.0
1979	217.4	228.5	213.6	232.2
1980				
January	271.2	237.5	—	—
February	274.9	238.6	264.9	239.9
March	278.8	241.0	—	—
April	282.0	242.8	270.6	241.2

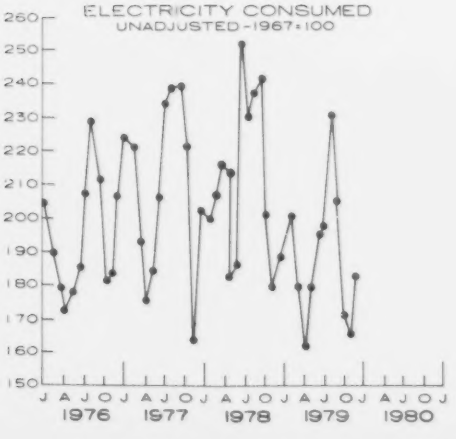
Period	ATLANTA Housing	ATLANTA Apparel & Upkeep	ATLANTA Transportation	ATLANTA Health & Recreation
1976	175.8	144.5	154.6	167.7
1977	187.9	154.8	163.1	177.9
1978	201.8	163.7	170.7	—
1979	220.9	170.0	198.7	—

Indexes of Economic Activity in Georgia









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